

MAY . . . TENTH ANNIVERSARY NUMBER . . . 1931

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In every field of industry there are whispers of magical changes that are going to have sweeping effects upon our businesses, our jobs, and our daily lives. Coming are things that will make a host of our present marvels look like antiques while many of the newer things of today are to assume new forms and invade new places.

William S. Dutton in The AMERICAN Magazine



# The MANUFACTURING CONFECTIONER

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## CONFECTIONS OF THE FUTURE

•  
**...WHAT WILL THEY BE LIKE?** Starting with hardly

•  
more than a sweet taste, the Confectionery Industry has made tre-

•  
mendous strides in product improvements, manufacturing methods

•  
and popular education. Today, candy is almost as much a food as a

•  
delicacy. Tomorrow, we predict, candy will be definitely recog-

•  
nized as a contributor to good health. It will be a perfectly

•  
"balanced" food. It will possess still higher quality. It will have

•  
still finer flavors. It will contain **YELKIN** . . . Samples of what

•  
we consider typify tomorrow's confections will be shown at the

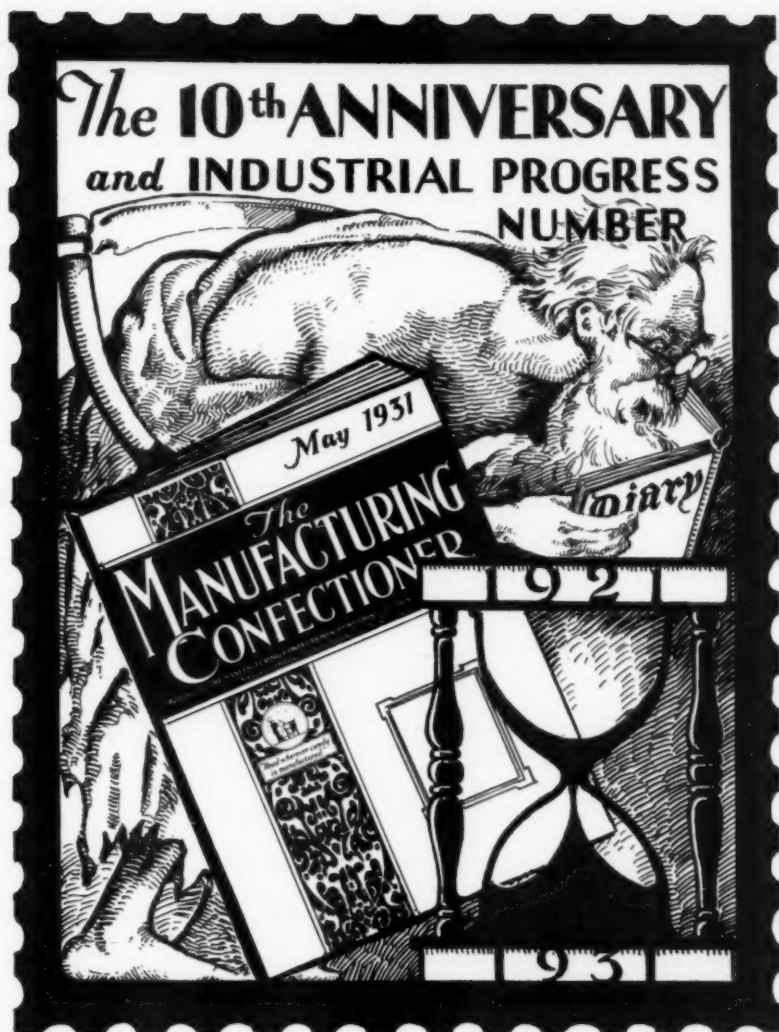
•  
**NATIONAL CONFECTIONERS ASSOCIATION**

•  
**EXHIBITION** in Chicago, June 1st to June 5th (Booth No. 73)

•  
. . . Ross & Rowe, Inc., (Sole Distributors of Yelkin) 80 Broad

•  
Street, New York City.

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Vol. XI. No. 5

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## ESSENTIAL OILS and Kindred Products

### The SEARCHLIGHT

will play to your advantage when you can  
advertise the fact that your products are  
made exclusively with high class  
FLAVORING MATERIALS.

*such as*

## D & O

### "NECTAROMES" and "NECTARSYNTHS"

Apple	the new lines of modern type fruit	Peach
Apricot	flavors for hard and soft	Pear
Banana	candies, icings and	Pineapple
Blackberry	fountain syrups.	Pistachio
Cherry		Plum
Wild Cherry		Quince
Red Currant		Raisin
Black Currant	Raspberry	
Gooseberry	Strawberry	
	Grape, Concord	
	Loganberry	
	Nectar	

*These concentrated flavors, moderately priced, produce an exceptional  
resemblance to the aroma of the fruit*

## DODGE AND OLCOTT COMPANY

180 Varick Street New York City

*Consult Us for Any Desired Information*



# INDEX TO

## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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# Using Lecithin to Control the Fluidity of Chocolate

By

*...huge savings*  
**Use of Lecithin**  
**in Non-Chocolate Confections**

Lecithin as an Emulsifying Agent

The Physiological Value of Sweets  
 With Lecithin

## LEXIN

[LEXIN is LECITHIN for the confectioner]  
 in convenient, effective, economical form]

ONE OF THE FOREMOST CONTRIBUTIONS OF THE PAST TEN YEARS TO THE CHOCOLATE AND CONFECTIONERY INDUSTRY TO WHOM LECITHIN WAS INTRODUCED AND PIONEERED BY

**AMERICAN LECITHIN CORPORATION**

Affiliated with American Mills Company

ATLANTA, GEORGIA

Note: LEXIN is sold under U. S. Patents 1575529 and 1781672. Other patents issued and pending.

## LECITHIN

A New and Unusual Weapon  
 in the War Against "Bloom"

## Growing in Favor!

In twelve short years Warfield has introduced a new standard of excellence in chocolate coatings, liquors and cocoas to the industry.



The reasons for Warfield's rapid growth are not difficult to comprehend. You will discover them to your satisfaction and profit with your first trial order.

**WARFIELD CHOCOLATE COMPANY**  
536-554 WEST 22nd STREET  
CHICAGO

MAKE OUR BOOTH, NO. 110, AT THE N. C. A. EXPOSITION YOUR CONVENTION HEADQUARTERS

# Gold Anchor Brand



## LEMON and ORANGE OILS

**T**HERE is a marked difference in the quality of Italian oils of Lemon and Orange emanating from various sources in Italy.

Realizing this, it is with pardonable pride that we offer our GOLD ANCHOR brand citrus oils as the ultimate in quality. They are produced for us by S & G De Pasquale of Messina, Italy, whose reputation as producers of the finest hand-pressed oils is world wide. Only rigid adherence to the superior hand-pressed method of production and the selection of the best of the Italian fruit crop, afford them this rank.

We unqualifiably guarantee that the unsurpassed strength, unvarying uniformity and freedom from rancidity of the GOLD ANCHOR oils will more than repay the consumer for the slight premium in the initial cost.

New crop prices for Italian citrus oils are quoted slightly higher than those which have prevailed for the past few weeks. In spite of these higher quotations from Italy, substantial advances are unlikely, but today's prices represent the most favorable levels witnessed in many years. We recommend purchasing at this time, and will be very pleased to submit samples and quote prices on specific quantities.



## UNGERER & COMPANY

NEW YORK

Philadelphia . . . Boston . . . Atlanta . . . Toronto . . . Chicago . . . St. Louis . . . San Francisco



## Quality Coatings THAT "STAND UP"

*Merckens Fondant Process Chocolate places  
your candies on a high level—it  
individualizes your product*

**T**HIS chocolate sets quicker and will not soften so readily as ordinary coatings do—but will retain its gloss, even in warm weather. This insures the fine appearance and lasting qualities of your candies.

Manufactured by a New process in which the sugar is slightly modified—this brings out unusual firmness—smoothness, and a conspicuous chocolate taste.

Season after season brings new users to the already large number of candy manufacturers who always specify—"Merckens Chocolate Coatings."

*Send for samples—and see why*

Merckens Chocolate Co., Inc.  
BUFFALO, N. Y.



### BRANCHES

BOSTON - 131 STATE ST.  
NEW YORK - 25 W. BROADWAY  
LOS ANGELES - 412 W. SIXTH ST.  
CHICAGO - HANDLER & MERCKENS, INC.  
180 W. WASHINGTON ST.

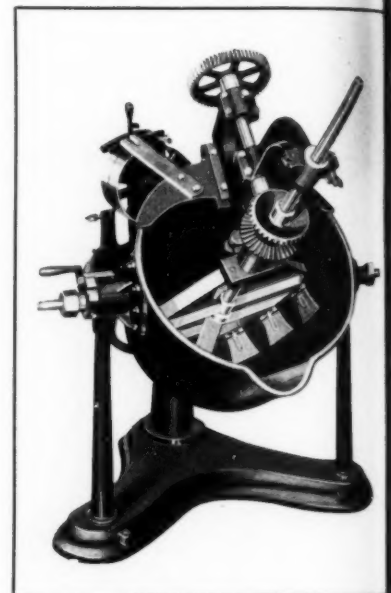
# SAVAGE LABOR SAVING

*At The National Confectionery Show*



## SAVAGE MARSHMALLOW BEATER

The New Oval Type Makes More and Better Marshmallow in a Sanitary Way.



## SAVAGE TILTING MIXER

The Quickest Steam Cooker and Mixer of All Tilting Type Machines. Best for Making Caramel, Toffee, Nougat, Fudge, Jap Coconut and Coconut-Mass.

**ALSO THE SAVAGE COOLING TUNNELS  
MINT CUTTING MACHINES**

**BOOTH 21**

*Ask for a Copy of Our New General Catalogue*

# SAVAGE BROS. COMPANY

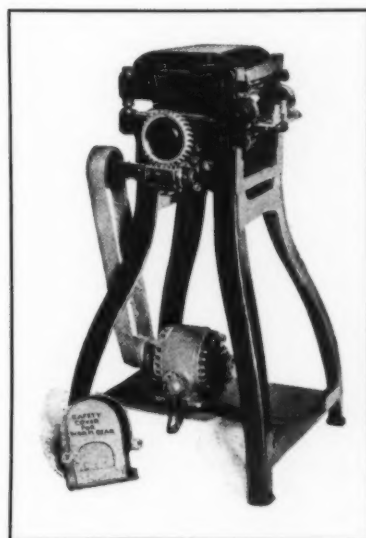
# MACHINES ON DISPLAY

## Association Exposition . . .



**SAVAGE PORTABLE FIRE MIXER**

The Most Serviceable Machine. Makes any Candy Requiring Cooking and Mixing.



**SAVAGE CONTINUOUS CANDY CUTTER**  
(Brach Patent)

Now Furnished with Improved Cutting Chains. Maximum Output of Widely Assorted Hard Candies.

**FOR ENROBERS AND COATING MACHINES  
STEAM JACKET COPPER KETTLES**

**121 and 124**

*Estimates for Repairing Copper Kettles on Request*

**638 GLADYS AVE., CHICAGO**

# RICHMERE MILK

Use this Rockwood Laboratory Controlled\* Coating for confections of highest quality!

Richmere Milk is light in color .. rich .. creamy .. and has a high content of milk solids. Dips with a smooth, velvety finish.

\*Rockwood Laboratory Controlled Coatings are uniform. This uniformity guarantees that a manufacturer using a certain formula, can produce the same high quality of merchandise day in and day out. Eliminates guesswork in Chocolate Coatings!

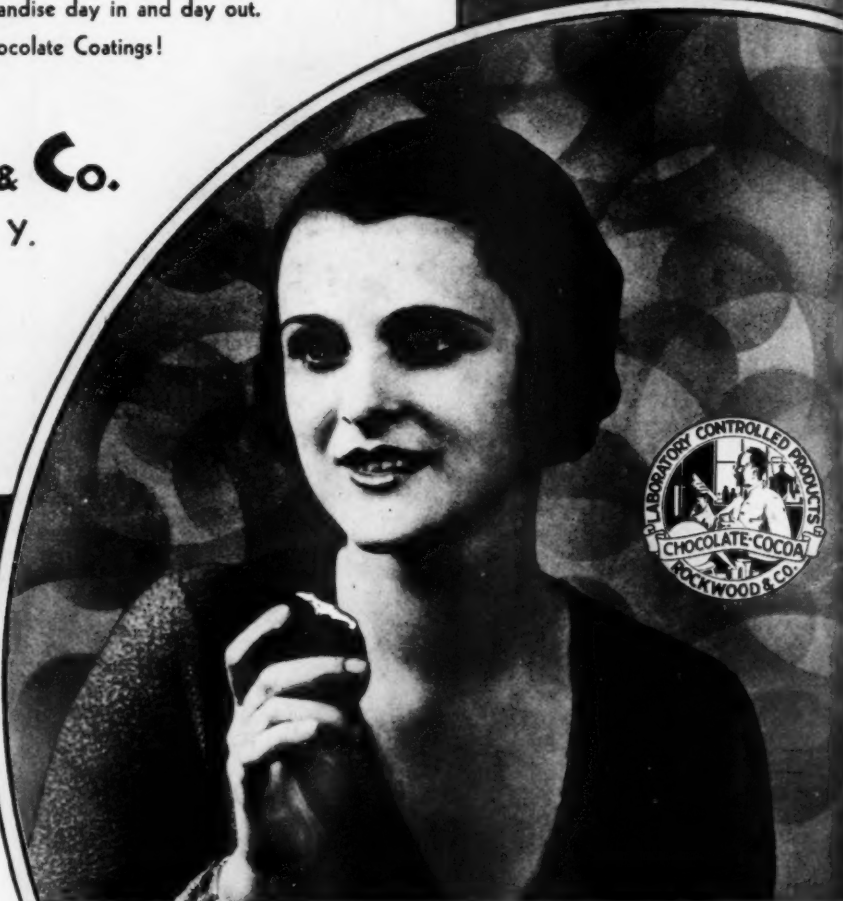
**Rockwood & Co.**

Brooklyn, N. Y.

Boston

Los Angeles

Chicago







# ..... Protect your product against this

THE ANNUAL LOSS DUE TO  
SUMMER SPOILAGE CAN  
BE PROFITABLY AVOIDED



SUMMER operation with unavoidable waste and spoilage or summer shut-down with complete stoppage of production. To the manufacturer whose plant is at the mercy of weather, this is a difficult choice, for either course must result in serious loss. Coolairco equipped plants, independent of outside weather, are not concerned with the problem. They can operate throughout the summer, maintaining regular production, sales and uniform quality of products. They have a tremendous advantage annually worth many times the cost of the COOLAIRCO equipment that provides the advantage. Install COOLAIRCO air conditioning as an investment in extra business and a source of savings for your plant this summer. Utilize our engineering advisory service now. Protect your product and profits.



## Eliminate Losses From

Waste due to molds and rancidity resulting from damaging organisms in plant air.

Excessive evaporation of dipping solutions.

Cost of "seconds" that quickly lose their rich color.

Sticky dust clogging machines making shut-downs necessary.

Rapid deterioration in storage.

Breaks in production schedule and delays in delivery shipments.

*Let us explain the method and advantages of COOLAIRCO scientific conditioning for Cream, Dipping, Crystallizing and Hard Candy Departments—Cooling Tunnels, Storage and Packing Rooms.*

## THE COOLING & AIR CONDITIONING CORP.

11 West 42nd Street, New York, N. Y.

CHICAGO

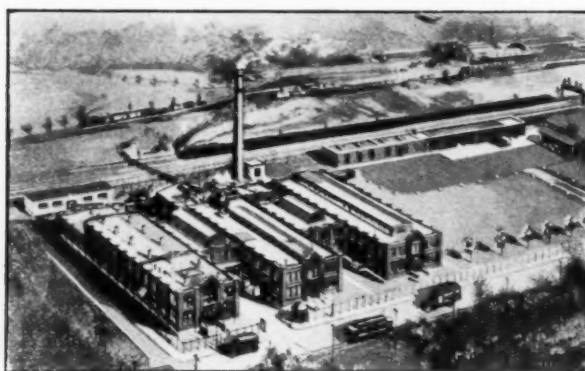
CLEVELAND

PHILADELPHIA

LOS ANGELES

# Tastyeast secures p

» » » » *they sent for a*  
**NATIONAL ENGINEER**



*Another GREEN BROS. Plant*



**T**ASTYEAEST has had phenomenal growth and distribution. It has always been produced on National Equipment. When an additional factory became necessary Green Brothers sent for National Engineers with instructions to produce plans for a modern sanitary food plant.

**and so—**

In a few days—without delay—without a hitch—the last word in a food plant will begin to function.

**NATIONAL EQUIPMENT CO. SP**

# es plant efficiency!



On its way to the new plant at Trenton

Economical — Sanitary — Efficient — Product scarcely touched by the human hand. This is as it should be with a food product—and especially a health food.

## How Can You Hope to

Prosper unless you modernize? Why not get off the treadmill now and get a good return for your efforts?

## There is only one way

Arrange your factory to have a straight production flow line. Equip with *modern* NATIONAL machines. You can surely do business at a profit. Why not consult us. No obligation.

*Send for a  
National Engineer*

CO. SPRINGFIELD, MASS., U. S. A.



## FLAVORING EXTRACTS

The predominating position we occupy with the Confectionery Trade in the manufacture of Confectioners' Dipping Fruits and special Confectioners' Fruit Pulps and Purees might cause some to overlook the fact that we likewise are large manufacturers of Flavoring Extracts, and specialize particularly in


TRUE FRUIT EXTRACTS  
PURE VANILLAS  
IMITATION HONEY FLAVOR  
IMITATION BUTTER FLAVOR  
PURE MAPLE  
Etc., Etc.

Working Samples Gladly Furnished  
on Request

**Blanke-Baer Extract & Preserving Company**

3224 South Kingshighway

ST. LOUIS, MISSOURI







My candy is packed just as attractively  
as my competitors...

It is just as appealing...

I spend as much money for advertising...

why  
doesn't  
it sell  
as fast  
as his  
?

I can't figure  
it out...

CONSULT US FREELY ON  
YOUR FLAVOR PROBLEMS

Send for Our  
Complete Catalog

THE perturbed manufacturer who expends so much money and effort in the external appeal of his product, should awaken to the fact that its success, its salability, and repeat orders depend *primarily* on its intrinsic good quality—in one word, on its irresistible

**"FLAVOR"**

If flavor disappoints, attractive packaging, advertising and sales efforts are wasted. Therefore, you can afford to use nothing but the *best* flavors.

For sixty years, Fritzsche Brothers, Inc., have been leading flavor specialists, and their flavors are recognized in the trade as the finest obtainable.

We are prepared to prescribe suitable flavors for the most exacting requirements or conditions.

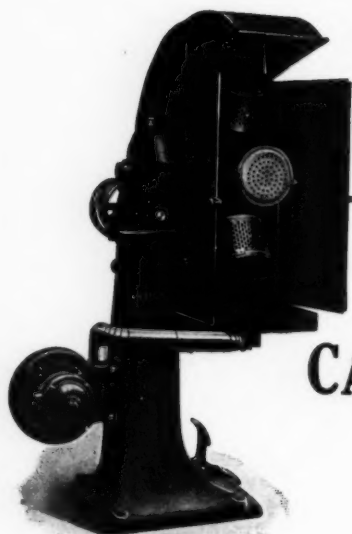
# FRITZSCHE BROTHERS, INC.

A FLAVOR FOR EVERY PURPOSE

Fritzsche Brothers of Canada, Ltd.  
77-79 Jarvis Street, Toronto

78-84 Beekman Street  
NEW YORK

118 West Ohio Street  
CHICAGO



# "REICHE" MOLDS AND EQUIPMENT

*Command the interest  
of all*

## CANDY MANUFACTURERS



U. S. A. Patent No. 1576149



Are you familiar with these quaint and perfectly molded chocolate figures? Of course you are—everybody is! But have you realized that this line is only in its infancy—that its potentialities for growth and expansion are unlimited?

The widespread development of this line is determined by two factors:

*First: REICHE MOLDING EQUIPMENT*—the only equipment of its kind that has proven practical and made *quantity* production possible.

*Second: REICHE MOLDS*—altogether unique in variety and design. They catch the eye and create an irresistible demand.

*MACHINE-MOLDED FIGURES* by the Reiche process are absolutely uniform in weight. They are perfect—without air-holes, clean-cut—without ridge—provided REICHE MOLDS are used.

Of course, REICHE MOLDS are also the best for handwork.

*Write for Further Information*

DON'T FAIL TO SEE US AT THE N. C. A. CONVENTION  
BOOTHS 95 AND 96

### T. C. WEYGANDT CO.

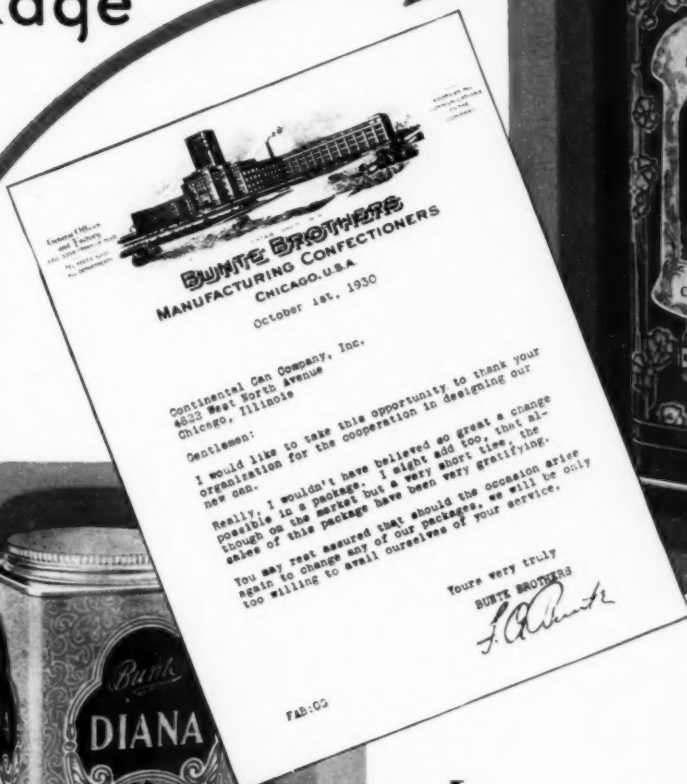
165 DUANE STREET

NEW YORK CITY, N. Y.



# "I WOULDN'T BELIEVE . . .

## so great a change possible in a package"



**I**N this era of keen competition, better packaging is essential to increased sales.

Bunte Brothers say "Sales of this (new) package have been very gratifying." Many other manufacturers have also found Continental service a big help in the creation of "Packages That Sell."

Plan now to stimulate your sales with a better package. Continental's experienced representatives can help you in developing new packages or modernizing your old ones. "Containers by Continental" have long been identified with many of the country's merchandising successes.



WRITE — WIRE — PHONE  
The Sales Office Nearest You

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3500 East Biddle St.  
Wolfe 9700

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131 State Street  
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4622 West North Ave.  
Spaulding 8480

Cincinnati, Ohio  
2510 Highland Ave.  
Jefferson 2291

Dallas, Texas  
1118 Praetorian Bldg.  
Dallas 2-5924

Denver, Colo.  
3033 Blake St.  
Tabor 4261

Detroit, Mich.  
1900 East Jefferson Ave.  
Fitzroy 3292

Jersey City, N. J.  
16th & Coles Sts.  
Montgomery 5-4700

Kansas City, Mo.  
Guinotte & Lydia Aves.  
Victor 7250

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THE Continental Representative skilled in "Packaging to Sell," offers the knowledge and experience gained thru many years of helping solve the package problems of many diversified businesses.

He also offers the advantages of Continental's large resources—38 plants strategically located from coast to coast . . . sales offices in principal cities . . . completely equipped research and development laboratories . . . a skilled organization of engineers and designers—all "Partners in the Business," with a deep personal interest in serving you well.

You will find it to your advantage to consult a Continental Representative. Write, wire or phone the sales office nearest you.

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Angelus 7111

Nashville, Tenn.  
500 Benton Avenue  
Phone 6-6682

New Orleans, La.  
521 North Scott St.  
Galvez 4145

Passaic, N. J.  
217 Brook Ave.  
Passaic 3-2115

St. Louis, Mo.  
P. O. Box 1242  
Bridge 3550

Wheeling, W. Va.  
Wheeling Steel Corp. Bldg.  
Wheeling 3900

New York City, N. Y.  
100 East 42nd St.  
Ashland 4-2303

Chicago, Ill.  
111 West Washington St.  
Franklin 8711

San Francisco, Calif.  
155 Montgomery St.  
Garfield 7890

## CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

"It's Better Packed in Tin"



# Let's take the Lid off this Patent Situation

## Hersey Starch Conditioners Carry both Mechanical and Process Patents

1. For the Benefit of our Customers.
2. To establish definitely the leadership of the Hersey Starch Conditioner.
3. To kill once and for all certain vicious and misleading rumors.

We state publicly the facts concerning mechanical and process patents of the Hersey Starch Conditioner.

### Mechanical Patents

Over 60 years ago Hersey was granted the *original* patent on the rotary dryer. Since that time Hersey has made many improvements. These improvements have also been patented. Every mechanical feature in Hersey Starch Conditioners is fully patented and in no way infringes on any other patents. In fact, other rotary dryers on the market are copies or adaptations of the original

*Hersey Dryer*. This applies not only to the mechanical features of the dryer but also to the cleaner, the cooler, and the dust arrester.

### Process Patents

In addition to mechanical patents the Hersey Starch Conditioner also carries a process patent. This is patent number 1,693,649 and was issued December 4, 1928. This patent covers the exclusive Hersey feature of synchronized cleaning, cooling, and drying of starch. No other equipment is so patented. Hersey's patent is the original just as Hersey's process is original.

In buying a Hersey Starch Conditioner you buy the latest, most modern, and up-to-date apparatus, which is fully protected by patents.

# HERSEY

## STARCH CONDITIONER

## HERSEY MANUFACTURING COMPANY

Main Office and Works: Corner E and 2nd Streets, South Boston, Mass.

### Branch Offices:

NEW YORK CITY, 290 Broadway; PORTLAND, ORE., 475 Hoyt Street; PHILADELPHIA, PA., 314 Commercial Trust Bldg.; ATLANTA, GA., 510 Haas-Howell Bldg.; DALLAS, TEX., 402 Praetorian Bldg.; CHICAGO, ILL., 10 So. LaSalle Street; SAN FRANCISCO, CAL., 690 Market Street; LOS ANGELES, CAL., 450 East Third Street



## What the name **BAKER** means to you

**C**ONSTANTLY increasing numbers of the leading manufacturing confectioners agree on one point, namely, that the name Baker on a coating insures them of the *best* that they can buy. For they realize that Baker experience and Baker scientific methods of production are unequalled.

Whether you require coatings for a volume line or the highest grade box confections, you will find a Baker coating to meet your needs. From every point of view, Baker Coatings give the most dollar-for-dollar value.

*There's a Baker Coating  
for every taste, color and  
price requirement.*

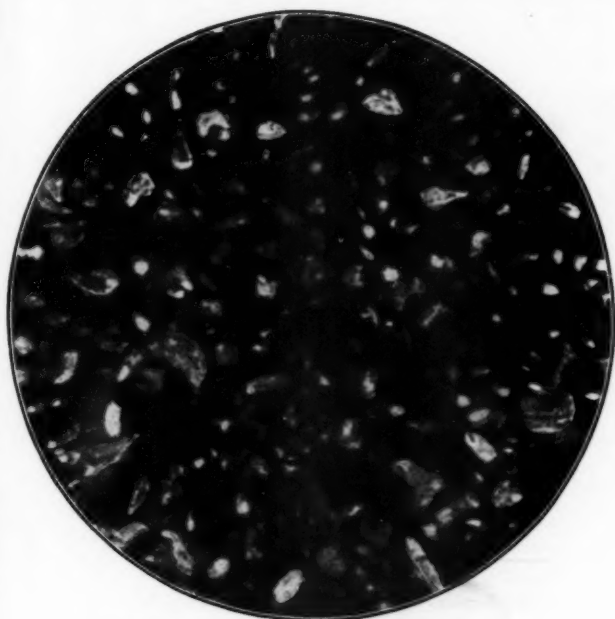


REG. TRADE MARK

*Baker's Laboratory and  
Technical Staff are at your  
service. Use them!*

**WALTER BAKER & CO., Inc.**  
DORCHESTER, MASS. MONTREAL, CANADA

*Chicago Office, 208 WEST WASHINGTON STREET  
Pacific Coast Representatives, MAILLIARD & SCHMIEDELL*



*One has only to examine the texture of a grained Cerelose product under a wide vision microscope to appreciate the fineness and smoothness that is peculiarly Cerelose.*

# *CERELOSE Crystals*

THE REFINED DEXTROSE FROM CORN

## are Micro-fine!

THAT IS WHY fondants crystallized in the dextrose phase are smooth—almost velvet—in texture.

Cerelose is highly prized in all grained candies, in cold icings, wafer fillings and cocoanut-butter coatings.

A minimum of time and power consumption is required to mill Cerelose.

It adds to the finished product, a cool, smooth and natural sweetness which livens old numbers and creates new.

Cerelose is pure dextrose—a delicious treat in any candy, and the most easily assimilated sugar known.

*for further information write*

SALES SERVICE DEPARTMENT

**CORN PRODUCTS REFINING CO.**  
17 Battery Place New York



## “.. AND CANDIES FOR BETTY'S PARTY ... *send the small baskets wrapped in Cellophane”*



*This interesting group of confections—wrapped in Cellophane—are made by the Imperial Candy Company, Seattle, Washington*

**C**ELLOPHANE-WRAPPED candy units—large and small—special or staple lines—“stand out” in retailers’ windows and on their counters. That’s one reason why these candies are requested and bought for dinners and parties.

Customers know that Cellophane keeps sweets clean, fresh and wholesome. It means that they can always offer these candies to friends and always feel sure they are making some one happy. That is why small units wrapped in Cellophane have shown some startling sales increases. These have

an obvious advantage over units not so wrapped.

Our Package Development Department has worked with many manufacturers suggesting novel and interesting ways to use Cellophane and helping to develop ideas advanced by the manufacturer. Perhaps it can help you. For further information write to Du Pont Cellophane Company, Inc., Empire State Building, New York City.



# Cellophane

*Cellophane is the registered trademark of the Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting.*



A CORNER OF OUR NEW FACTORY AT WEMBLEY, ENG.



# FISHER'S FOILS

## Modern Factory Methods make these fine Foil of Quality

Fisher's famous Aluminium foils—Silver White, Plain, Coloured and Embossed—are made by new up-to-the-minute methods in Fisher's fine modern factory at Wembley, England.

The Fisher range also includes PLAIN WHITE AND EMBOSSED ALUMINIUM AND TIN FOILS, all thicknesses—PLAIN COLOURED AND EMBOSSED FOILS—DECORATED FOILS in endless varieties—BACKED FOILS for the Tobacco Trade WAXED PAPER BACKED FOILS—FOILS WITH CUSTOMER'S NAME OR TRADE MARK our speciality. CAPSULES PLAIN AND COLOURED AND EMBOSSED, CONES, ETC.

Any design made to order.

See that your Foils are Fisher's! Rely on finer quality, better service at no more cost than you're paying now.

May we send Samples and quote for your special needs?

THIS  
CUSTOMER  
SAYS:—

"We have today received the Foil ordered and would like to reiterate our appreciation of the way you have executed the order, especially the little time taken for delivery."

Fisher's score on  
speed and quality  
too!

*For every  
packing purpose*

**FISHER'S FOILS, LTD.**

WEMBLEY, ENGLAND

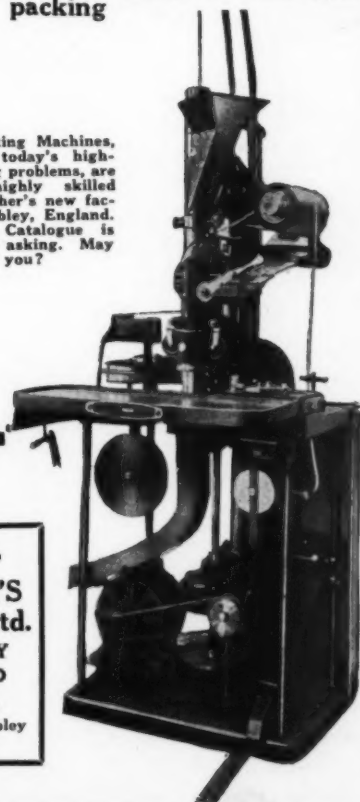
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# SEVEN

## Special features of FISHER'S PACKING MACHINES

- ① Saves cost of bag making
- ② Labels, strings, advertising strips applied
- ③ Saves 30% to 40% of materials
- ④ Saves labour of from 10 to 20 girls
- ⑤ Can be synchronized to work with automatic weighing machine
- ⑥ Uses all papers and foils
- ⑦ Makes neat, hygienic and light packing

Fisher's Packing Machines, planned for today's high-speed packing problems, are made by highly skilled labour at Fisher's new factory at Wembley, England. The Fisher Catalogue is yours for the asking. May we mail it to you?



Write now to

**FISHER'S  
FOILS Ltd.**

WEMBLEY  
ENGLAND

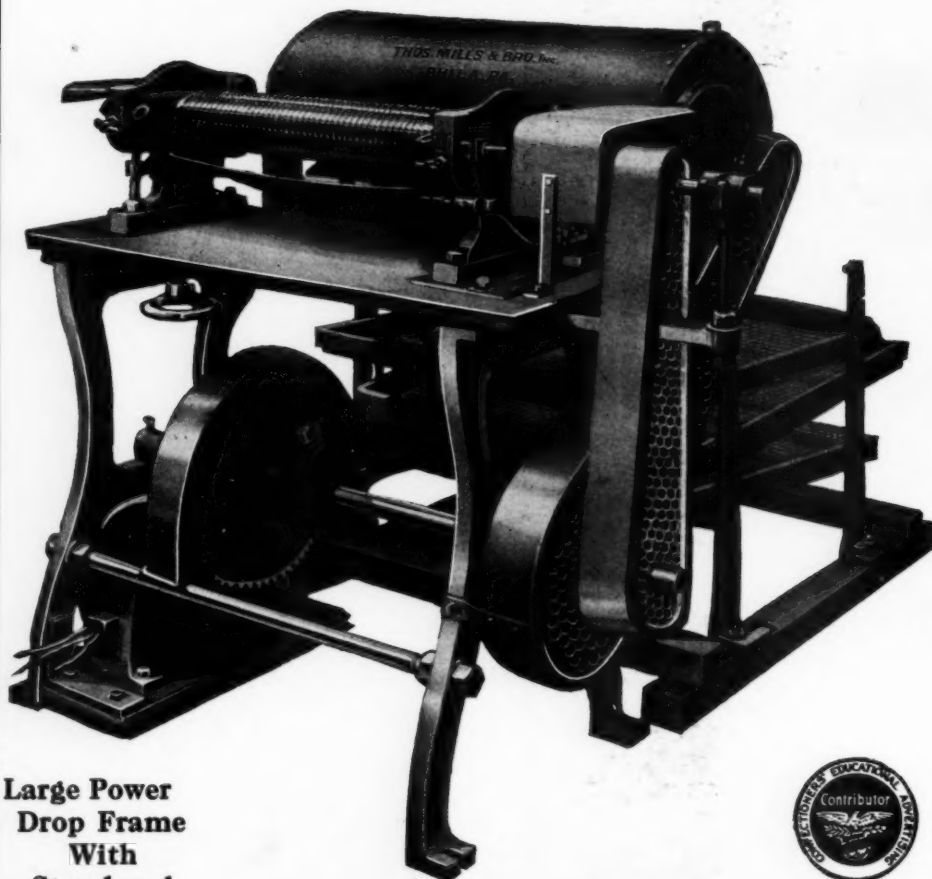
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# Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

ESTABLISHED 1864



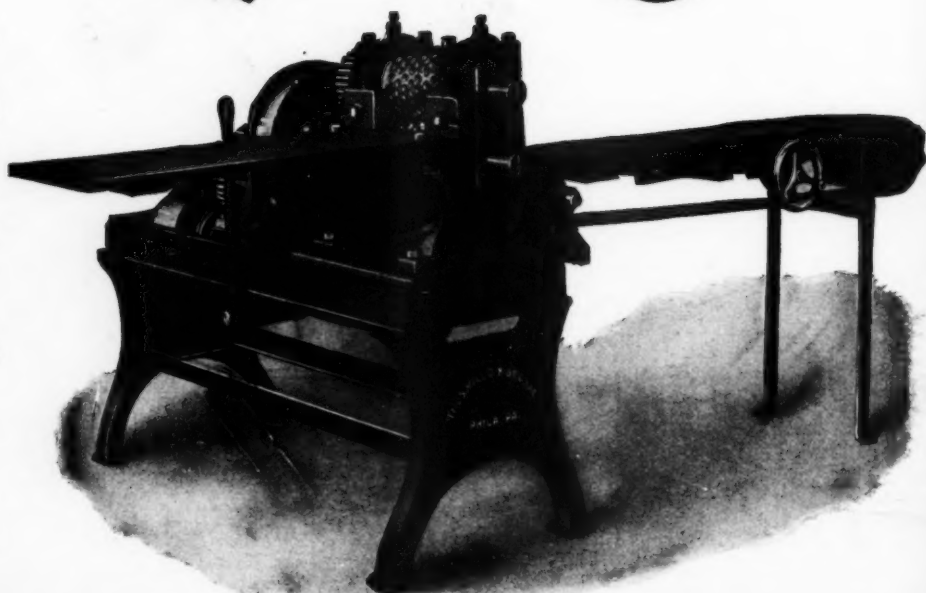
**Patent  
Automatic  
Seamless  
Hard Candy  
Machine**

—○—  
**Improve Your  
Production  
By  
Installing  
This  
Labor Saving  
Machine  
Send for Special  
Circular**

**Large Power  
Drop Frame  
With  
Stand and  
Endless Belt  
Conveyor  
Attachments**

—○—  
**Used In All  
The Largest  
Factories  
For  
High Grade  
Hard Candies**

—○—  
**Our Catalog  
of  
Confectioners  
Equipment  
Sent on  
Request**

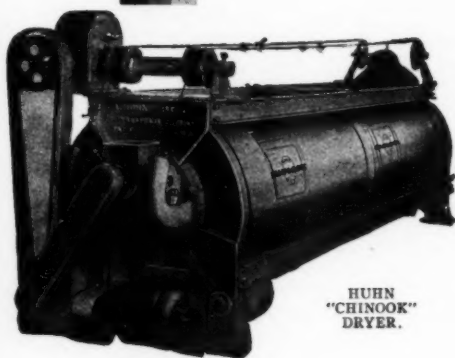


# Huhn CHINOOK Dryer

## When You Buy the Chinook

### YOU BUY

## PRODUCTION



HUHN  
"CHINOOK"  
DRYER.

Consistent, uniform production, every day in the year regardless of weather conditions.

The Chinook Dryer is the one effective stabilizer of production schedules, the maintenance of which is so vital to profitable factory operation.

"Chinook" equipped plants have no "humid weather" problems to combat. Maximum output every working hour at low operating costs the year 'round make the "Chinook Dryer" an investment that pays dividends from the hour of installation.

## Popularity Based on Performance

### Where Nothing But the Best Will Do

Among these names, a partial list of users, are some you know. Their enthusiastic endorsement is a significant guaranty of "Chinook" dependability and service.

SEE OUR  
EXHIBIT  
N. C. A.  
CONVENTION  
JUNE  
1-5, 1931  
DISPLAY  
BOOTH  
62  
STEVENS  
HOTEL  
CHICAGO

CORN PRODUCTS REFINING Co.  
Argo (Cook County), Ill.  
THE CAMPFIRE COMPANY  
Maywood, Ill., and Cambridge,  
Mass.  
THE SHOTWELL MFG. Co.  
Chicago, Ill.  
F. W. AMUND Co.  
Chicago, Ill.  
THE CRACKER JACK Co.  
Chicago, Ill.  
E. J. BRACH & SONS  
Chicago, Ill.  
E. H. EDWARDS Co.  
Chicago, Ill., and Brooklyn, N. Y.  
FARLEY CANDY Co.  
Chicago, Ill.  
KIBBE BROS. Co.  
Springfield, Mass.  
MASON, AU & MAGENHEIMER Co.  
Brooklyn, N. Y.  
HENRY HEIDE, INC.  
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DILLING & Co.  
Indianapolis, Ind.  
LOFT, INC.  
Long Island City, N. Y.  
NATIONAL CANDY Co.  
St. Louis, Mo.  
A. J. CALEY & SONS  
Norwich, England  
BOSTON MARSHMALLOW & CANDY  
WORKS  
Boston, Mass.  
BUNTE BROTHERS  
Chicago, Ill.  
WALTER LOWNEY Co., LTD.  
Montreal, Can.  
FEDERAL SWEETS & WAFER Co., INC.  
New York, N. Y.  
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Boston, Mass.  
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STANDARD CANDY Co.  
Nashville, Tenn.  
BRANDLE & SMITH  
Philadelphia, Pa.  
PIEL BROS. STARCH Co.  
Indianapolis, Ind.  
KROGER GROCERY & BAKING Co.  
Cincinnati, Ohio  
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ZION INSTITUTIONS & INDUSTRIES  
Zion, Ill.

Write for Illustrated Catalog and Detailed Information Today

## A. HUHN MANUFACTURING CO.

Offices and Factory

3915 Hiawatha Avenue, Minneapolis, Minn.

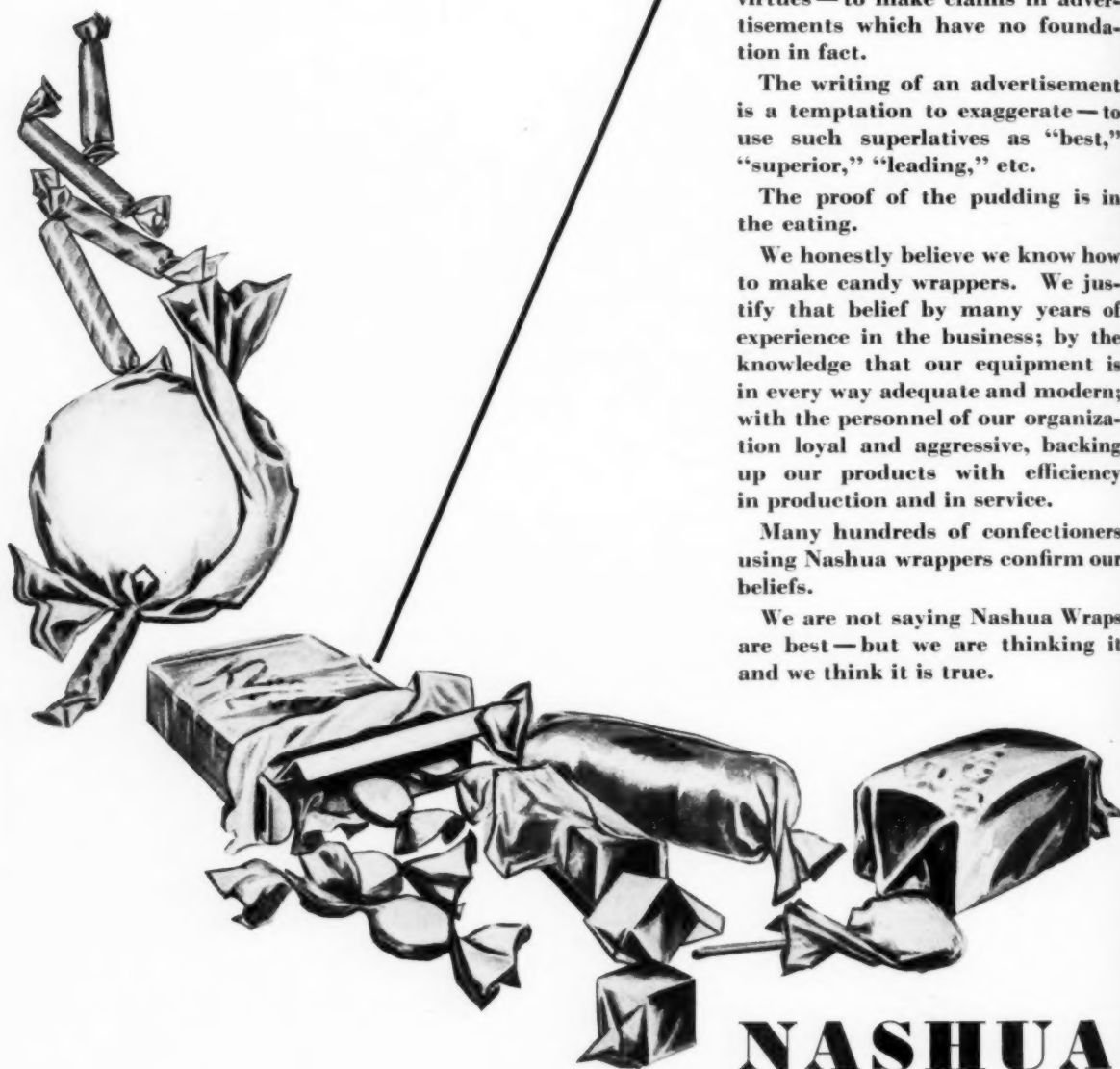
Chicago Office  
Rooms 1422-1423  
332 South Michigan Avenue

London Office  
92 Fenchurch St., E. C. 3

New York Office  
52 Vanderbilt Avenue

# WRAPS

by Nashua



It is easy to brag—to assume virtues—to make claims in advertisements which have no foundation in fact.

The writing of an advertisement is a temptation to exaggerate—to use such superlatives as “best,” “superior,” “leading,” etc.

The proof of the pudding is in the eating.

We honestly believe we know how to make candy wrappers. We justify that belief by many years of experience in the business; by the knowledge that our equipment is in every way adequate and modern; with the personnel of our organization loyal and aggressive, backing up our products with efficiency in production and in service.

Many hundreds of confectioners using Nashua wrappers confirm our beliefs.

We are not saying Nashua Wraps are best—but we are thinking it and we think it is true.

## NASHUA

**Gummed and Coated  
PAPER COMPANY**

Nashua, New Hampshire



# Tycos

## Confectionery Thermometers Temperature Regulators « and Recorders

**Tycos** Thermometers are designed to meet the specific needs of confectioners in accurately determining the temperatures of the different types of batches. They are constructed to withstand the rigors of daily service in candy plants—always dependable—easy to handle and read.

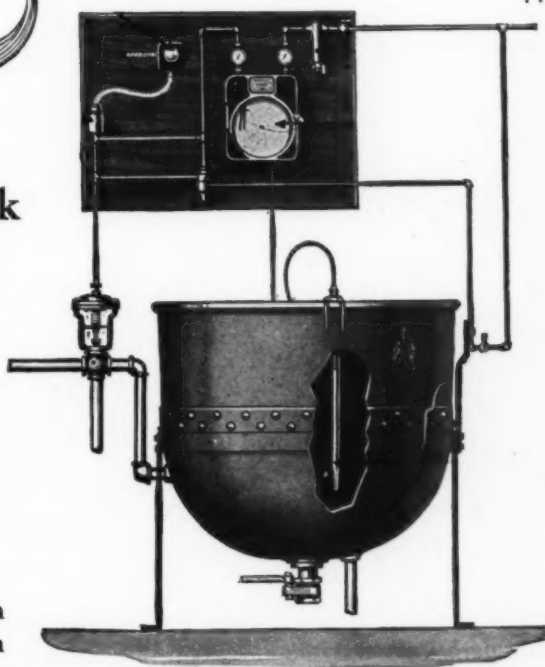


### Equip with *Tycos* and stop costly guesswork

It is economy insurance to equip your cooking kettles, mixers, cream and chocolate melting kettles, coating machines and other equipment with **Tycos** Temperature Regulators and Recorders. This eliminates guesswork and insures uniformity. Quality standards are sustained and spoiled batches eliminated.

A **Tycos** representative will be glad to give you an estimate on equipping your production with **Tycos** Temperature Control. It may mean material savings to you and greater efficiency in your plant. Write us today.

**Tycos** Thermometers Being Used in  
Candy-Making at N. C. A. Convention



**Taylor Instrument Companies** • Rochester, N. Y., U. S. A.

IN CANADA • **Taylor Instrument Companies** of Canada, Ltd., Toronto



## Editorial

1921-1941

**1921**—"A century ago in terms of progress!" as one newspaperman expressed it. Since then we have seen whole industries born and others pass out in the wake of industrial changes which, before the war, would have been considered visionary to most of us. In this swiftest moving era the world has ever known the candy industry comes in for its quota of changes—not so revolutionary as some other industries, perhaps, but the picture in this field is changing at a pace that will make the candy industry of 1941 probably unrecognizable compared with the set up in this field the past decade. At least there are things brewing in both candy production and distribution circles right now which will very likely change the candy map materially. Ask yourself, "Am I keeping pace with



What's brewing in candy production?

these developments? Am I aware of the significant events which indicate trends? Are we as a firm doing some intelligent long range planning based on those trends? Are we really thinking constructively? Our policies—are they economically sound, with no boomerangs?"

The replies to our letter, reproduced on page 32, on the Keynote of "Yesterday, Today and Tomorrow" are interesting to analyze. Each one has a perspective on the candy industry which is

thought-stimulating to say the least. This discussion will continue in future issues; many very interesting communications—worthwhile contributions to this symposium—have been received too late for publication. We would like to hear from more of our readers on the outlook for the confectionery industry the next decade.

## Ten Years Young

**S**INCE THE MANUFACTURING CONFECTIONER made its initial bow to its chosen audience, the producers of confectionery, ten years have passed on into history. Its original purpose, of serving exclusively the manufacturers of candy (many considered it too idealistic at the time) has been zealously adhered to. We, who have endeavored to the utmost of our ability, to give the commercial manufacturers of confections the kind of a specialized publication which they have reason to expect feel that we have succeeded to an

appreciable degree, judging by the favorable reader-reaction received since the inception of THE MANUFACTURING CONFECTIONER ten years ago this month. That does not mean that we are satisfied with results so far accomplished. We hope we never shall be, for when we are, progress and improvement will cease to lure us on to greater achievements.

So much for the past. The decade immediately ahead now looms up large and portentous; "an epoch of magical changes that may make our present marvels look

like antiques," as William Dutton puts it. These are times which modern business publications accept as an editorial challenge.

THE MANUFACTURING CONFECTIONER will continue to keep the manufacturing fraternity posted on news and developments affecting candy production directly or indirectly. We are doing our best to observe trends in manufacturing and industrial marketing and interpret them constructively. We are determined to develop further a brand of specialized publishing service for both subscribers and advertisers which will make their investments with us

increasingly profitable. We, too, have a "5-year program."

In rounding out our first ten years of service to manufacturing confectioners we just naturally feel a deep sense of gratitude to our subscribers—particularly the technical and practical candy men. These purchasing and production executives, constituting our main audience to whom THE MANUFACTURING CONFECTIONER is directed, have responded in a way which has been an inspiration to us in formulating and directing an editorial program of interest and pocket-book appeal to the key men on both sides of the factory entrance.

## Let's Wipe Off Our Glasses

IT seems to be understood that the collective educational and advertising efforts of the industry, as conducted by the National Confectioners' Association, are about to quit. Having failed to put over a knockout punch in the first few rounds, the seconds at the ring-side are reported as being willing to call it a day. All that remains is to toss in the sponge. At the convention of the National Confectioners' Association in a few days one hears that the Association's program of sales promotion will be announced as taking a swan dive into obscurity because of the disheartening lack of interest and support.

Unless the confectionery industry is willing to be known as a white-feather industry . . . an industry that will not stand up and fight for what everyone believes belongs to it, the Association's educational and advertising program should not be abandoned at this time.

On the contrary a more aggressive, a more united effort than has yet been made to sell candy to the consumer ought to be sponsored at this year's convention. Sponsored is a hard-working word nowadays. As used here, it means that a more militant, more determined educational and advertising campaign should be undertaken. It means that funds for its continuance should be pledged. *Pledged and paid when due!*

Let's wipe some of the mist and dust off our glasses. To strengthen itself and to insure a wholesome growth in the future

what does the candy industry need to do? Do more of its individual companies need to unite for the common good in the N. C. A.? Is research that will result in more economical production of better-quality products needed? Do manufacturers, through their trade association, need to watch legislation at Washington and in the various states? Is it wise to study costs and adopt some uniform and efficient methods of keeping them?

Activity in these directions not only is desirable, *It is essential!* But what about the industry's *selling* job?

There is not a single individual manufacturer in the whole industry making a product so good that it does not have to be sold and sold vigorously. Then it must be apparent that the industry *as a whole* has a collective selling job to do, a job that is bigger than the ability of any single concern. That situation exists even in prosperous times. How much more acutely then, does it exist in times such as those through which we are now passing. What a negation of common sense it is even to think of abandoning the idea of building sales when sales are most needed.

When an attack on an objective fails, two courses are open. The cessation of the attack may be ordered and a retreat begun. Sometimes that is wisdom. Or the methods followed unsuccessfully in the past may be changed and the drive continued. In the case of this industry, the attack (as represented by selling effort) cannot be

abandoned unless it is argued that no selling problem confronts the candy industry. Shall the methods be changed? First of all they should be proved beyond question as having failed. It is extremely doubtful if that can be done. Competent observers have said time and again that the candy industry is receiving far more per dollar expended in joint sales promotion effort than almost any other industry that might be named. If there is anything the matter with the candy industry's co-operative sales promotion effort it is simply this: the troops sent out to do the job have been

equipped with pop-guns and tin sabres. Pop-guns and tin sabres when the objectives, as practically every other major industry seems to know, call for howitzers and high explosives.

A Billion-Dollar Industry! Folding up like an army cot because five years of puny, half-hearted effort haven't added any rich provinces. Where are our Pershings and Summeralls? Our Phil Sheridans and Stonewall Jacksons? Or is ours an industry of Chocolate Soldiers? Let the billion-dollar industry wage a campaign worthy of it and see what happens.

## Terms and the Times

**S**HOULD a manufacturer make concessions in his terms to customers during a period like the present? Can he stimulate them to meet their obligations more promptly by offering larger discounts? Can he build good will by expressing the willingness to wait a little longer for his money?

These questions are prompted by the news that one outstanding manufacturer in the industry has made radical changes in his selling terms. Where they were formerly the familiar "2 per cent 10 days—net 30," they are now 3 per cent 15 days, 2 per cent 30 days and net 45.

The principal reason why candy jobbers and other wholesalers do not meet their bills when due lies in the slowness of the retailers to whom they sell in paying them. Getting the money from the retail merchant is one of the toughest tasks the jobber faces. It is a task, by the way, that should inspire more manufacturers to work

out and suggest methods that jobbers can use.

Easier credit for the wholesaler will help to correct some real ills that he now finds it almost impossible to cure by himself. It will also add to some of the ills that many a jobber has created for himself. For example, the jobber who sells bar goods at just about what they cost him, believing he can make his profit on the discount he is allowed for prompt payment, is going to be more strongly convinced than ever that price-cutting is the pass-key to success.

Altering the terms to make it easier for the customer to buy and pay for what he has bought should stimulate business. Whether or not it actually will stimulate it or build good will to the point where the change produces a true gain is quite a different matter. What works for one manufacturer will not necessarily work for others.

## Our New Cover

**F**OR a year or more we have contemplated a change in cover design. Our final selection appears on this issue. It is a distinct departure—one not too radical we hope—in business magazine covers.

Where it has seemed desirable to depart from the beaten path, the MANUFACTURING CONFECTIONER has never hesitated to do so. Evidence of this is found in its policy and purpose. We again upset precedent with our cover. Do you like it? Or would you prefer the title at the top in the usual way? We welcome both roses and raspberries, bouquets and brickbats.



# STATISTICS.....

## .....at a Glance

The World Production and Consumption of Cocoa for the Past 30 Years

The years 1918 and 1919 show great irregularity because of the abnormal shipping conditions just before and after the end of the World War.

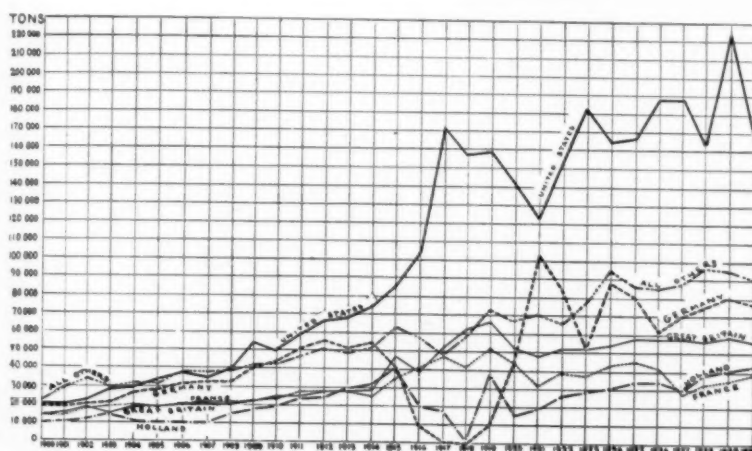
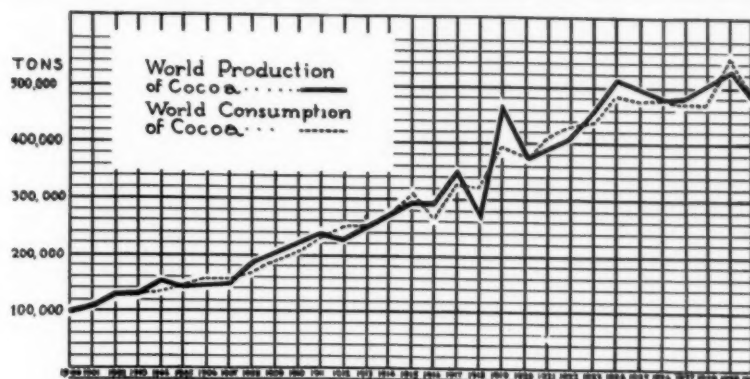
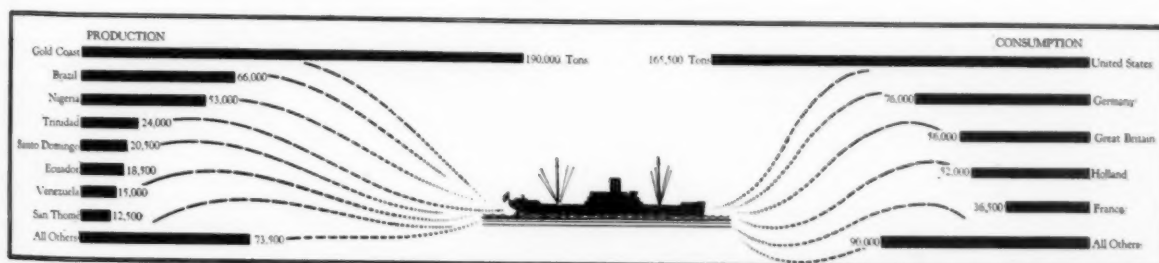


Chart Showing the Trend in Cocoa Consumption Since 1900 by the Principal Consuming Countries of the World

These charts are based upon metric tons (2,204 lbs.). While the accuracy of the figures is not guaranteed, they have been compiled from the most reliable available sources.

Credit for compilation of the above data is due the Peter Cailler Kohler Swiss Chocolate Company through whose courtesy the above information has been made available.



World Production and Consumption of Raw Cocoa for 1930

The production figures shown represent exports from producing countries and disregard any production used for home consumption, while the consumption figures represent imports for consumption, viz., imports less re-exports.

# WHAT Has Happened Since 1921



*What are the outstanding developments in the confectionery industry in the past ten years?*

*And which ones are significant of trends which indicate what is around the corner?*

?

*Answers to this letter appear on the following thirteen pages.*

## *In Production:*

**W**HAT new materials, new equipment, new methods and new applications have been developed which have contributed to the progress of this industry . . . and to whom should credit be given? What is the present situation and what is the outlook for the next decade?

These questions form the basis of the editorial program of *The Manufacturing Confectioner* for 1931. May we hear from you?

## *In Distribution:*

**W**HAT are the chapter headings in candy selling history and what significant developments logically indicate the trend in candy distribution that will help to construct a picture of the candy industry of 1941?

**The Manufacturing Confectioner Co.**  
112 THE MERCHANDISE MART  
CHICAGO, ILLINOIS  
Editorial Office:  
303 WEST LEXINGTON, NEW YORK CITY  
NEW YORK, N. Y.  
April 19, 1931.

**To Readers of THE MANUFACTURING CONFECTIONER:**

**What happens since June 1921?** "A Flimsy" you'll say. On this eve of our tenth anniversary we want to review the high spots of the past ten years (since our first issue made its debut at Atlantic City) and discuss the present situation frankly and constructively...with a peep into the future of the candy industry.

Would you kindly let us have, briefly, your reflections on the past ten years, or since the war, and your prediction of what are the possible and probable developments in candy production and distribution the next ten years? In other words "where have we been and where do we go from here?" For instance: let your comments take the following form, if you like:

**These days have been:**  
**These days are like:**  
**These days are going:**

Include in your letter, if you will, your own convictions on policies and a program of action which will tend toward elevating, expanding and safeguarding the confectionery industry. So send this cooperation from you for our editorial guidance and for a "Round-table" discussion in our Pre-Convention issue which goes to press the **FIRST WEEK IN MAY**.

Let's make it a real clearing house of administrative thought—a logical communication of our ten years service to manufacturing confectioners, during a period of greatest changes in the history of this industry.

—1921—1931—  
Tenth Anniversary Year—Of specialized publishing service for manufacturers of confections since 1921

# ... and What Is the Outlook for the Next Decade?



**THE W.C. NEVIN CANDY CO.**

MANUFACTURING CONFECTIONERS

1037-1047 BLAKE STREET  
TELEPHONES HAR 7324-5  
DENVER, COLO.

P.O. BOX 500

April 24, 1931



**D**URING the last ten years the entire structure of the candy industry has undergone a change in this territory—so great and complete a change that no one could have foreseen it or dared to predict it ten years ago.

The development of the 5c bar during this period has been nothing short of marvelous. Drug and grocery chains have continued to expand, concentrating buying and depriving the local manufacturer of his natural outlet. The 5-10-15s are able to buy cheap candies at prices that are below the cost of production of the local manufacturer.

Concentrated buying means concentrated manufacturing, which means that business in large volume can only fall to those who are equipped to handle it and who are so located, geographically, that they can contact a population sufficiently large to absorb their product.

Cheap transportation and cheap raw materials have played into the hands of the mass producers in recent months while the depression, the entire world is suffering from, creates a market for cheap goods

and makes the work of the manufacturer of high class candies harder than usual.

As a result we are witnessing the passing of many old time manufacturers whose names have been household words among us for a generation or longer and who have grown just large enough to become top heavy among their contemporaries. That this course must continue is inevitable.

There will always be a market for good candy and it can be sold at a profit. Skill, courage and concentration on fine goods will always produce results. Ingenious ways must be devised to display and merchandise these goods, displays in keeping with their superior quality.

Opportunity lies today to the large manufacturer able to handle the business of the mass buyers at a profit and a still greater opportunity awaits the young, ambitious manufacturer of strictly quality candies.

Yours very truly,

THE W. C. NEVIN CANDY CO.  
*W.C. Nevin*  
President

## Can't Do Business Same as We Did Ten Years Ago!

**I** REALLY can't give you a story on what happened in the past ten years, nor what's going to happen in the next ten years. I always feel that by-gones are by-gones, and only think of today and take care of tomorrow by meeting the problems that will arrive on that day. I am no prophet in the way of making any predictions what is going to happen for better or worse for the industry.

However, I do feel that everyone must meet and face the problem that confronts him from day to day. Various changes in every line of the industry have come to be a factor in the past few years. If we want to succeed and make headway we have got to study these conditions and meet them, either by our selling force, or in the adjustment of equipment of our plant. We can't go ahead and do business the same as we did ten years ago or fifteen years ago.

That is my view and expression of how to meet problems, and as I said before it would be folly on my part to try to predict something for the next ten years.

Yours very truly,

NOVIA CANDY CO., INC.

*J.H. Ballweg*  
President

## The High Cost of Wrong Ideas About Candy

**B**RIEFLY, I should say that our industry has been on a decline from the period immediately following the World War until some time around the first of this year. Business was not bad during all this time, of course, but I refer mainly to the prevalence of the wrong kind of ideas about candy.

The inflation of values that was a consequence of the war was present to a large extent in the candy

industry. Many people got the idea that practically anything could be sold for candy, if only the advertising and promotion was strong enough. There was an over use of synthetic aids and poor materials.

Brewers and others put out of business by the prohibition amendment were especially notorious offenders in this way. Some of them went into the candy business with clear heads and their eyes open. But

too many had the idea that they couldn't fail to sell candy, no matter how they went about it. And when people wouldn't buy their wares, why down came the prices!

We have now come to the point where not even price-cutting helps, even temporarily, to sell poor goods. For candy is different from other products sold to the public. A cheap pair of shoes looks as good as a more expensive pair, at any rate when it is new. Few people will take much pains to see which wears longer.

But candy is eaten on the spot.

# A Symposium YESTERDAY, TODAY

(Continued from Preceding Page)

## He Profits Most Who Serves the Consumer and Dealer Best

The difference is quickly noticed. And there is no question of a bargain. Nobody is going to buy a pound of off-taste chocolates just because he can get it fifteen cents cheaper, or even a dollar cheaper. Nobody is going to buy a great mass of poor candy for a nickel, when there is a tasty bit at the same price. People just don't treat their stomachs that way. Oh, yes, anybody can be fooled once, maybe twice, but you can't do it consistently, not with candy.

This, then, is my idea of the first thing to be done in improving the condition of our industry; let every manufacturer bring back a real standard of quality in his own goods. The price situation is a difficult one, and is not going to be easily solved. But the first step ahead is to give the customer goods that he is willing to eat and buy again.

A few progressive firms have tried to do this all along, and are now reaping the reward for their efforts. Others are turning to this as a remedy, and are finding that it works. My own organization has continued to uphold its ideals throughout the whole period. We have made less money than we should have made, but we are coming through the depression, and we think that we see the light ahead.

M. M. Elmer,  
ELMER CANDY CO.

New Orleans.



1921-1941—An Epoch of Magical Changes—but the candy industry does not need "miracle men." Let's hope the next decade will see the business policies in hands of more men of sound minds, with courage and capital to force a saner, healthier condition of affairs.

IT would seem to us that for the past ten years business has rounded the corner and that fear of competition, selfishness, and the wrongful usurpation of the other fellow's ideas will come to an end. When selfish motives are eliminated, and we have the interest of the consumer and public at heart, our business will improve.

We have realized this situation for some time and have adopted for our own benefit certain principles, and have had trust and faith that if our motives are sincere we would not suffer as many in the industry have been compelled to do.

We have tried to instill in ourselves, our associates and employees the principle of the Golden Rule. We are of the firm belief that there is ample business for everyone and that he who profits most is the one

who serves the consumer and dealer best, using only fair methods, honest materials, putting quality first and price second, and indulging in no deceptions.

The application of these principles proves right endeavor will give results. Large business has come to see this as the best policy and giving ultimate satisfaction to its owners and management. There may be other high points in the experience of the last ten years, but the spread of these principles, to our way of thinking, is the most significant event.

Very truly yours,

FARLEY CANDY COMPANY

*J. H. Farley*  
President.

## The John Mueller Licorice Company

WADE ST. and FREEMAN AVE.

CINCINNATI, O.

We have yours of April 18th inviting us to take a peep into the future and it is our opinion that the more we peep the less we see. The writer had the interesting opportunity a couple of weeks ago of being shown some of the old copies of the Confectioners' Journal published in 1885 and in glancing through these noticed that in the good old days there was the same epidemic of price cutting and free deals that exist today.

### The Picture Yesterday and Today

Seemingly the candy industry cannot get along without price cutting and apparently it cannot get along with it. Our troubles today are somewhat aggravated by various factors, one of which is an excessive overproduction brought about mainly through the war time, and the post-war expansion and it has not yet liquidated this overproduction

and the only remedy for this condition is for a gradual restoration of the balance between supply and demand. We cannot escape the laws of economics and the present deplorable conditions are working rapidly towards liquidating this excessive supply.

The large chain store groups using candy as a leader are making it increasingly unprofitable for the small retail outlets to compete and to stay in business. On one hand, therefore, we see factories cutting their own throats to get business; the jobbers doing likewise, and on the other hand a shrinkage of the independent retail outlets.

We are not doing very much to increase the consumer's interest in candy, which, after all, is the only constructive policy which could help us out of the present unsatisfactory state of affairs. It is true there are some nationally advertised bar num-



# YOMORROW in the Confectionery Industry

bers which are carrying their message straight to the consumer. The houses making these numbers seem to be satisfactorily busy. However, *the rank and file of manufacturers are just sort of hoping that things will improve and do not seem to be doing much to start in bringing about this improvement.*

Periodically the industry is disturbed by the tactics of some house or group of houses, as witness, the allowance of full freight which went into effect about the first of the year. Undoubtedly the thought behind this was to widen the shipping zone of these factories, but the practical result has been to make it necessary for all other factories to follow suit which left the situation about the same as it was, with, however, profits reduced for everybody.

If the jobbers would take these few cents per box to build up their own profits and to strengthen their financial position the move would have been constructive, but in every community there are some jobbers who seize upon such an opportunity to gain a temporary advantage by giving this extra profit away, so the rest of the jobbers have to do likewise in self-defense, leaving the whole situation one notch lower than it was before.

## If Heads of Leading Candy Manufacturers Would Call On Their Trade

The only constructive thought the writer has to offer is to have the

heads of some of our leading manufacturing houses or their sales manager take a sample grip out and call on the trade themselves for a long enough period to give them a first hand knowledge of what is going on at the firing line. High pressure sales methods only result in forcing competitors to increase their own sales pressure and unfortunately this pressure usually takes the form of concessions either in the form of prices or free goods or freight allowances which are actually destructive of a much looked for stabilization of conditions.

A great many jobbers have felt *the first constructive step manufacturers should take should be the elimination of some of these unwise practices which are forcing the jobbers to sell the same number of boxes at a lower gross volume* and again I repeat that if the responsible heads of some of our manufacturing houses could get on the road and see with their own eyes and hear with their own ears, some of them with courage enough and wisdom enough to take the bull by the horns, would retrace the steps which are slowly, but surely increasing the demand for red ink both for their own balance sheets and the industry as a whole.

Yours truly,

THE JOHN MUELLER LICORICE CO.

PER: *W. J. Steere* PRES.

## LITTLEFIELD & STEERE CO.

Knoxville, Tenn.

WE HAVE so often heard the expression, "Changes are happening over night," which is surely true, and the pity of it is these changes have all been detrimental to our industry.

We don't have to go back many years to remember the confectionery business as being pleasant, profitable, and conducted along dignified lines. At the present time all of these elements are missing, and no one seems to know when they will return.

This condition has been brought

about largely by the disregard of good business practices, and good ethics. The average manufacturer has not been able to withstand the pressure for lower prices and cheaper merchandise, thereby decreasing the consumption of candy of merit.

It is a recognized fact that the individual or firm that contributes most to the public should receive the greatest recognition, and it may be that such concerns will again some day enjoy the fruits of their efforts.

A. H. Steere.

[35]

## "Build Better Merchandise, Get a Legitimate Profit, Stop Price Cutting"

ANSWERING your inquiry—"What has happened since June, 1921?"

*The past is history.*

*We know the present.*

*As to the future—*

I'm wondering if it will be the same old story in the same old way, "build better merchandise, ask a legitimate profit, stop price cutting"—just empty words on the part of many manufacturers who fail to practice what they preach, continuing along the rotten road that eventually leads to bankruptcy.

As in the past, some will march onward, while others will fall by the wayside. The success of all manufacturers lies in watching the trend of the times, changing their methods to meet conditions, building honest values at reasonable prices not in trying to kill off their competitors by unethical methods. In other words, applying the Golden Rule in business, not in theory but in fact.

Consumers' acceptance builds for success. Consumers' rebellion spells failure.

In conclusion, let us not worship Volume, but let us actually practice what we preach—"Build better merchandise; ask a legitimate profit; stop price cutting."

Then the future will take care of itself.

Cordially yours,

*W. J. Steere*  
Pres.—John C. Garbutt Inc.



## An Era of Cut-throat Competition

Manufacturers, observing sympathetically the jobbers' struggle for existence, offer help in form of lower prices and extra discounts, only to find the jobbers using them as new weapons with which to renew their slaughter of each other!

# 1921...



## Ten Years in Retrospect

By **WALTER C. HUGHES**  
Secretary, National Confectioners'  
Association of the U. S.

THE development of the confectionery industry during the past ten years can be measured in terms of the development of machinery, equipment, raw materials, and supplies during that period.

A critical survey of the industry now as compared with then will convince anyone of the truth of this statement.

I do not mean to imply that the confectionery manufacturers themselves have been lacking in initiative and resourcefulness. Far from it.

They have developed many new types of confectionery, attractively packaged, appealing most temptingly to the consumers and for the most part of exceptionally good quality.

However, all of this has been made possible largely through the invention of ingenious new machines, new packages, artistic packing materials, and in many cases through the improvement and development of raw materials, offering opportunities for the creation of new types of confectionery.

During the past ten years there has been greater progress along these lines than during the preceding twenty, which is as far back as I can go with personal observations.

The confectionery industry has

kept step with other industries during this notably progressive decade wherein all manufacturing industries, especially food industries, have made such rapid progress.

The Dodo type of manufacturing confectioner is gradually being eliminated and will shortly become merely an historical industrial curiosity.

The progressive manufacturer has learned by hard experience that the most economical policy is to scrap uneconomical machinery and equipment.

It takes nerve to take a sledge hammer and make scrap iron out of an old machine for which through long association there may be a real affection.

I recall an instance where in the mining industry one company overnight scraped three million dollars' worth of machinery and replaced it with five million dollars of latest type machines, and in doing so made a gain in net profits of ten million dollars the first twelve months.

It takes real courage to do that sort of thing. Lack of courage is the why and the wherefore for many business failures.

Whether we have taken full advantage of our opportunities to become more efficient in selling and distributing our products so as to maintain the highest percentage of net profit is not a debatable question. I think we will all admit that we have not.

We have been so busy with solving interesting manufacturing problems that we have not given much thought to the more prosaic problems of selling and distribution.

The great importance of these problems has been impressed upon us during the past few years, and we have been suddenly confronted with the fact that they too must receive thorough and searching analysis and study.

There are many manufacturing problems still to be solved, but the industry's progress during the next ten years will be determined largely to the extent to which these selling and distribution problems will be solved.

Solved they will be in due time. The leaders of the industry are fully aware of their importance and know that only through their solution can the industry hope to make any substantial progress during the next decade.

## Continuation of Symposium on Yesterday, Today and Tomorrow

**Rockwood & Co.**  
COCOA - CHOCOLATE  
PARK, WASHINGTON AND WAVERLY AVENUES  
BROOKLYN, N. Y.

### Yesterday

**T**EN YEARS AGO. Ten years ago found the confectionery and chocolate industry beginning a period of readjustment which seriously disorganized normal, steady, conservative institutions. A buyers' market was an innovation after years of being oversold—after years of the production department being strained to their utmost in procuring raw materials and turning them into finished goods for the public. TEN YEARS AGO the salesman, who had, by the very volume of easily obtained business, been resting on his oars was now obliged to use his ingenuity to not only get new business but to hold his old.

### Today

And so it has brought us up to TODAY. To some the present may seem discouraging but to those who have taken advantage of improved quality, the trend of sales; to those who have foreseen the consumers' desires and who anticipated the keen competition within the factory walls as well as on the road—the situation is encouraging.

### Tomorrow

From today we proceed to TOMORROW, just for instance ten years hence; we see a successful house—a successful manufacturer—a successful individual as the one who has withstood the storms of the past ten years. This individual will have manufactured merchandise of the highest quality possible commensurate with his selling price; he will have become extremely efficient in his factory; he will have controlled his products by all the technical means at the disposal of the manufacturer; he will have figured his goods intelligently and he will have met competition fairly. This man ten years from now may look back with a pardonable pride on the success that has been his.

ROCKWOOD & COMPANY  
*James Brooks*  
James Brooks.



**HUGHES BROS. MFG. CO.**  
 ESTABLISHED 1878  
 ADOLPHUS CHOCOLATES  
 HIGHEST GRADE OF CHOCOLATES  
 PACKAGE GOODS  
 PAID SPECIALTIES  
 AND A COMPLETE LINE  
 OF CANDIES

DALLAS

LARGEST MOST COMPLETE AND BEST EQUIPPED CANDY PLANT IN THE SOUTH

**R**EPLYING to yours of the 18th we want to first congratulate you on the eve of your tenth anniversary and in the way of a confectioner's publication there isn't any question in my mind but that you serve the greatest number the best of any I know anything about.

### Back From a Joy Ride

The fact of the matter is several of us have returned within the last eight or ten months from a several year period of a prosperous joy ride in the candy business which has caused quite a good many of us to view the situation, relative to the candy industry, in a different way than we ever have heretofore.

Like practically every other line of business our business has undergone tremendous changes, but different from other lines of business it seems the larger candy manufacturers are worse off than they have ever been, with the possible exception of a few specialty houses. I refer, of course, to the large manufacturers as an old time *general line manufacturer* who were big factors in the candy business a few years ago. The general line houses are the ones that are having the most trouble caused by the producers of specialty items who are covering the greater part of the United States, also by the very small manufacturers. In our particular locality the small manufacturers with practically no overhead together with the two or three specialized, nationally advertised or distributed specialties, are the big factors in the candy business.

The above linked with the tremendous change of distribution, both to the retailer and consumer has, in the writer's opinion, been mostly responsible for the unprofitable situation with the average candy manufacturer. The jobber has for the last year or two sold the nationally known specialties without any profit and of course in most instances at a loss. The retailer, in the meantime, has been

making a good profit but we see a probability of the retailer now sacrificing a good deal of his profit due to the fact he is now beginning to, in a great many places, offer 5c units 3 for 10c. Of course if most raw materials stay cheap one might say the consumer is entitled to more for his money, the writer agrees he is to a certain extent.

### What to Do About It

What you are more interested in, I believe, is a solution of these problems which we are, as candy manufacturers, up against. As I see it there are two solutions.

The most likely one in my opinion is that it will be a process of elimination, in this way we do not think it would be very long until there would be a good many manufacturers eliminated, then those that are left will have an opportunity to make a fair success. According to statistics for the past year the largest business concerns have been the most successful in business but that has not been true in many instances recently in the candy business, the small operators have been more successful by far.

I know personally of several little individuals, running very small places with practically no overhead selling to small candy peddlers, who have been unusually successful during the last few years. Those who have not been successful it seems are the jobbers who are jobbing goods and distributing them to the retailer and the larger manufacturers with a large overhead.

Due to this situation I can see nothing else other than *cooperation of the manufacturers of candy machinery together with legitimate manufacturers with legitimate size factories*, whereby there would be some real cooperation effected through some kind of institute with very strict sanitary laws for candy manufacturers and with some kind of special tax that would enable our state or government to see that these laws are enforced, not only by those

belonging to the institute but any other that might enter the candy business.

There is no question but that there is more candy being consumed than ever before and in my opinion the Department of Commerce in furnishing us monthly sales of confections is a way off, due to the fact of the little manufacturers whom they are not giving credit for, doing nearly as much business as many from whom reports are being received, and who are quite a big factor in the candy industry today.

Wishing you continued success and with very best wishes, I am,

Yours very truly,

HUGHES BROS. MFG. COMPANY.

*[Signature]*  
 Manager

### We Thank You!

**E**VER since receiving your letter of the 18th I have tried to screw up my courage to comply with your wishes, but I sincerely feel that there are so many more fellows that could do justice to the subject assigned to me that I think it would be far better and make much better reading if you would get someone else to contribute.

Appreciating fully your thought of me, and also assuring you that **THE MANUFACTURING CONFECTIONER** we consider contributes more to the candy manufacturer than any of the other publications. We get four copies each month and our employees look for each issue and read it from cover to cover.

Yours very truly,

*[Signature]*

Clinton-Copeland Co.  
 Burlington, Iowa.



# Yesterday, Today and Tomorrow from the Production Man's Viewpoint

*"Significant development in candy production the past decade and ten things I hope will come to pass within the next ten years"*

MARIO GIANINI  
Production Manager



**M**Y VIEWS, sensible, narrow or distorted as they may be, are those of an "inside" man whose prime duties and problems are production and whose conclusions are made first by the contact he has had with the sales force of the concern that employs his service, limited to the line that has engaged his activities for the past thirty years, namely, high priced package and bulk goods and, secondly, by reading the trade papers.

Therefore a strong possibility exists that his nose may have been so close to the tree that he could not see the forest.

With this preamble I shall attempt to "Look back" before "Looking around" or "Gazing into the future."

## Looking Backward

Ten years ago when that newly born ten pounder that was to be known as THE MANUFACTURING CONFECTIONER came into being, we were just realizing that the war had made us too fat and it was necessary to deflate. Doctor Necessity was ordering us to reduce and follow a new diet, a new regime of life.

The war, which had led us to believe that abnormal times would last forever, was now over and sobering thoughts were pulling down the mercury column of our enthusiasm. Manufacturing concerns that had enlarged their means of production

and others who, either blind to the facts facing them or with a spartan faith in the future had "caught up" at enlarging them by 1921, were now busy scraping their heads trying to keep them going, trying to feed orders into a hungry lot of machinery and space that seemed to devour them and yet starve.

How was this being done? By the intensification of effort, the diversification of production and better efficiency in manufacturing and marketing.

## Everybody "Goes Into the Candy Business"

This, with the first, tenuous yet tangible feelings of the "Coolidge" prosperity era that was being born we were hoping that the convalescence or, rather, period of deflation would be brief. The war, though, and its inherent high prices for packaged confectionery had laid the seeds of an idea in a great many of our fellow human beings; these seeds were now beginning to sprout and sprout and grow they did.

What with sugar and cacao beans now at almost pre-war prices and candy selling at one to two dollars the pound, with machinery and equipment to be had almost for the asking, was it a wonder that the brewer, the silk shirt maker, the corset manufacturer, the newly rich John Jones with five or fifty thousand dollars burning holes in his pockets down to the widow that

Symposium 1929

"was doing it to give her children an education" and the spinster that went into it to give the church members some "real" home made, helped and abetted by newly sprung candy schools teaching by mail, radio and otherwise, that proclaimed a golden era for every woman that had a stove, tea kettle and kitchen table, all should yield to the temptation of "going into" the candy business?

I believe it was papa Joffre who upon being asked to explain the seeming inactivity of the allied armies at the front answered: "I am nibbling at the enemy" and let me assure you, these friendly enemies did nibble at the established large manufacturers. They multiplied for a time at an alarming rate and even if their mortality eventually proved substantial there is a worrisome goodly number still "nibbling."

## The Five Fat Years

Let us "Look around" then and we find that the era of prosperity which had taken us on its wings in 1923 and had given us hope of a healthy revival of the candy industry that would stretch itself into the distant future, the era of prosperity that made 10c candy bars more popular than penny goods, the era that had seen the proud standard bearers of two dollars a pound candy, two or three in number, joined by a company of twenty-four or twenty-six other manufacturers in this same price range in less than seven years, even led, for a moment at least by a trail blazer of three-dollars-a-pound candy (I am referring to the New York City market only). This era was to drop us flat instead, even without the aid of a parachute, in the fall of 1929 only to find ourselves in the melancholy company of a buying public still friendly to us but diminished in numbers and buying strength; still dazed by the abominable trumpeting in its ears of "Reach for a cigarette instead of a sweet" plus the undeserved, unfounded, untrue doctrine that all our ladies had to do to remain or become sylph-like was to abstain from candy!

This, it seems to me, is about the situation that we found ourselves in



at the beginning of this year of Our Lord 1931.

If we, then, "Gaze into the future" or ask ourselves, What is the outlook for the next decade? What may we rightfully perceive? Or hope for?

If to the victor belong the spoils, we have the right to perceive ourselves as victors and the spoils shall belong to the legitimate manufacturer. But the battle is not won; if the rank and file of the mushroom and fly-by-night candy makers has been somewhat depleted, the mortality among the big brothers has also been very heavy in the last decade either by way of mergers or out and out self elimination.

To the remaining ones devolves the duty of carrying through to an era of normally revived, properly divided business with a fair profit in return for honest efforts—but, How?

#### High Lights in Candy Production

NOT wishing to put the cart before the horse I shall try and answer first your question as to "What new materials, equipment, methods and applications brought production the greatest amount of help in the last ten years I would say that in the experience of the writer the following stand out pre-eminently:

1. **The Discovery and General Adoption of Invertase**—with heartfelt thanks going to the Bureau of Carbohydrates of the U. S. Department of Agriculture at Washington.

2. **The Greater Use and Better Understanding of Invert Sugar**—due primarily to the good offices and faithful services of the Nulomoline Company.

3. **The Perfecting and General Adoption of Refined Dextrose**—a crowning achievement of the Corn Products Refining Company.

4. **The Advent of Lecithin**—and the vast field of possibilities that it opens up to the candy and chocolate manufacturer.

5. **The Perfecting and General Adoption of the Transparent Wrapper**—(La Cellophane, etc.).

6. **The General Improvement in Package Wrapping Machinery.**

7. **The Continuous Starch Drying Machine**—that does away with the Starch Drying Room.

8. **The 24 Inch Chocolate Coating Machines**—with automatic tempering control.

9. **The Candying and Preserving of Fruits by the Vacuum Process**

—(German patent), and, last, but by far not the least—

10. **The Strictly Technical Trade Paper**—embodied in and personified by The Manufacturing Confectioner.

## Let's Hope These Days Are Coming!



Mario Gianini  
Production Mgr.  
Henry Maillard, Inc.

ANSWER-  
ing now the question left unfinished above, it seems to me unnecessary to repeat rules that long ago have been laid down by well meaning, serious thinking and good intentioned manufacturers but inasmuch as we

have, from time to time, to be reminded of the most simple facts I would then say: Our destiny is in our own hands.

From the point of view of the candy maker, of the "inside man," however, I would wish the following to come true within the next ten years:

1. Continued improvement in the quality of merchandise. A trite statement in a sense because candy has never been better as a food than it is today but the fact that it was subject to improvement in the past is proof that it is open to further improvement in the future.

2. Continued adoption of the latest mechanical means obtainable and the inventing of new ones for the two-fold purpose of reducing the cost of manufacture without impairing its quality, passing the benefits of this reduction, wherever possible, to the consuming public and making it more difficult for the fly-by-night manufacturers to copy same or compete successfully.

3. An attitude of open arms to chemistry and the chemist with whom we have made good strides in the last decade and yet are only at the inception of the wonderful things to be derived from chemical research and laboratory control in this candy industry of the future.

4. The realization of the hopes now placed in lecithin as a means to reducing bloom and graying of

chocolates without impairing their purity and quality or else the development of some other means to the same end.

5. A spirit of live and let live among manufacturers. More efforts at creating new candy and less time spent in "copying" a successful piece of a brother manufacturer; in other words, less plagiarism and more originality in the candy business.

6. A practical inexpensive artificially cooled Retailers' Show Case wherein chocolates could be kept cool and dry during the summer months without risk of premature spoiling. The cooperation of manufacturers of chocolate goods with the refrigerating industry should accomplish this need.

7. A serious attempt at the standardization of staple packages leaving plenty of room for one's flight of fancy in the "Specials."

8. Cheaper and simpler large-scale factory refrigeration and its inherent larger application to factories and rooms now going without it.

9. Taking the guess out of gum work by the manufacture of starches less susceptible to the vagaries of steam pressure, weather conditions and conditions of casting starch.

10. More general appreciation of and cooperation with the technical trade paper and through it a greater understanding of the raw materials that we use and how to use them. New and better methods and processes besides developing a feeling of brotherly interest among producers to replace the ones of diffidence, secretiveness and aloofness that existed more or less strongly up to a decade ago.

Those are my wishes but wishes do not come true unless you work for them. So let's pull.

Yours, for the continued success of your publication.

*Mario Gianini*

# A Ten Year Perspective on the Candy Industry ♦♦

By ALTON MILLER

President, Chas. N. Miller Co., Boston

**I**T was approximately ten years ago that we last found ourselves in a situation of depression, which closely parallels our present one. While the causes may have been somewhat different, the symptoms were precisely those of today, viz.:

*A large over capacity for production, a market which refused to accept even a normal amount of manufactured goods, and a mad scramble on the part of manufacturers of all kinds of commodities to market their products regardless of cost just for the sake of doing business.* We recall that gradually this psychology of terror gave way first to a saner attitude of hard work and then to a boiling enthusiasm, which was as unreasonable as the earlier terror.

It is fairly safe to predict a similar psychological sequence of events during the next decade. While frankly admitting the frailties of our human mind, it may still be useful to review some of the major developments of the epoch recently closed.

## Trade Associations

**I**n the first place, the period closed with trade associations throughout our industry in a very strong position. We had learned through the rigid economies of war time to work together. As trade picked up, however, we thought we found less occasion to modify our own plans for the good of the whole. Trade associations became less popular and therefore less effective until today, while logically admitting the value of cooperation, we have largely abandoned the principle in practice. Our trade associations are becoming only associations in name.

## Chain Store Situation

**A** STARTLING development in chain store merchandising took place during this period. Much has been said and written on the subject, but little constructive thinking has been done as to its ultimate effect on our own industry.



BACHRACH  
Anton L. Miller

Compared to many products, which the chain stores sell, candy is a very simple product to manufacture, requiring simple and inexpensive machinery. This fact has encouraged large chains to develop their own sources of supply by cultivating small independent manufacturers until the chain virtually controls them through the large percentage of their output, which it takes. Knowledge of this fact, coupled with the idea that chains could handle an enormous output has placed the manufacturer in an inferior bargaining position when he has tried to sell these larger chains. They have then frequently been sold at less than normal profit.

## Jobber's Market Cut in Half and the Struggle for What's Left

**T**HE chains have been in a large measure responsible for a still more disturbing development in our industry. During this period an increasing proportion of our candy, approaching in, 1930, 45 per cent of the total consumption, has been handled through these chains while the total output of candy has not increased materially. That means that a very large portion of candy, which was formerly handled by jobbers, is now distributed *without* the assistance of the jobber.

In other words, *the work which the jobbers as a class had to do ten years ago is now cut nearly in halves.*

Feeling themselves sinking under this depressing load the jobbers have struggled among themselves for their very lives. One half of them were not willing to give up in order that the other half might live and yet there was business enough for about half of them.

We have watched that cut price struggle from the side lines, every now and then throwing in a bit of encouragement in the form of a new discount or a new deal, which merely gave to these warriors new implements, with which to slaughter each other, but offered them no assistance in meeting the conditions which were swamping them all.

Incidentally, the manufacturer had his own profits trimmed every time he attempted to take part in the struggle. The chain stores had a right to stand by and smile at the havoc which they have started, but which was so ably carried on by the confectionery industry itself. The ineffective rackets set up by jobbers' associations in many large cities deserve merely passing notice. They were only symptoms of the disease.

It was during this period that many concerns lowered their standards to the point of appealing to the gaming instinct in the child in order to sell their penny candies. It is always possible to discover a lower moral standard upon which to live and make one's living. There is no glory due the individual or the firm, who takes such a backward step.

### ***Some Sound Merchandising Principles Established During Past Decade***

**T**HE picture is not as entirely black as the foregoing paragraphs would seem to indicate. There were established several sound principles of merchandising during the past ten years. Perhaps the outstanding one was illustrated when there was placed on the market a high quality bar with an identifying name and label. This bar went to the consuming public as an article of consumption, of which the manufacturers were proud. It and its many followers have done much toward the stabilizing of the consumption of candy during the years when other influences would have tended to curtail that consumption.

A new conception of the part that physical distribution in the form of railroads and trucking plays in our industry has still more recently come to the fore. We now realize that probably the manufacturer is in a better position to pay for this distribution and collect its cost from the jobber and retailer than is any other class in the industry. Accordingly, we find more and more frequently f.o.b. destination prices being named by the manufacturer.

### ***Three Fundamentals***

**II.** In this world of changing outward appearances certain fundamental laws hold good that were true ten years ago and fifty years ago. *That old law of supply and demand has never been beaten and will not be in the next decade.* We may tinker for a time with such products as rubber or coffee or sugar, thereby making the old law stagger, but the more it staggers the harder will be the blow when it

finally comes back. Since our prices are now already at a point below that which would yield a satisfactory profit we cannot hope to market the full production of our factories unless we in some new way stimulate a new demand for sweets. This is an inexorable corollary of that old law.

A second fundamental still laughs at the frail humans who try to beat it: *the memory of quality lasts long after price is forgotten.* Whether it is penny candies or 5c bars or expensive bulk goods, enduring business can only be built on a quality product.

Human nature is just as selfish as ever. We still find men who are willing to sacrifice the good of the industry for some temporary advantage, which they think they can gain, but which actually proves ephemeral.

Another fundamental, which confectioners might utilize to a far greater degree is the fact that *while the human system does not demand cigarettes, it does demand sugar.* Sugar is a food, the source of immediate energy. Why not impress this upon the minds of a generation of folks, who go wild over any new idea which finally receives lodging in those minds?

### ***The Next Ten Candy Years . . .***

**III.** Nobody can interpret the next ten candy years because they depend almost entirely upon the confectioners themselves. What attitude will they take toward these fundamental laws? How far will they be willing to adopt a self sacrificing prosaic course leading to eventual sound business rather than stage a wild time tonight and a headache tomorrow morning? Nobody can answer that but the executive himself.

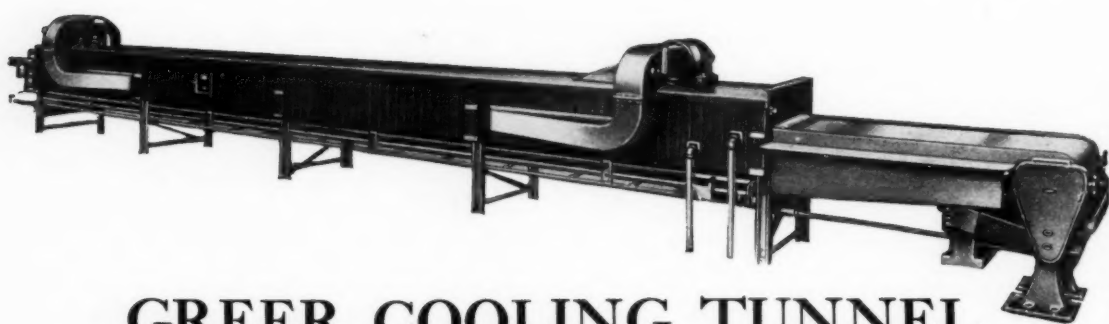
*Consumers will demand sweets. If we give a high quality article, full value for value received; if we cooperate in the problems of marketing and distribution to the full extent of the law, if we will grant credit only to those jobbers to whom credit is due, to those who do not take unearned discounts, who do not unfairly return goods, who do not unfairly cut their prices; if we cultivate and support that class of jobbers, and if at the same time we do not limit our growth by means of unprofitable competition, the future is bound to be rosy.* There are one hundred and twenty million potential consumers of our product in the United States alone. Of how many other products can that be said?

Prosperity in the next business cycle will be

(Continued on page 79)

# Let Greer Equipment Solve Troublesome Production Problems

**S**O many of the foremost confectioners are using Greer Equipment and finding it both economical and dependable, that you owe it to yourself to investigate the possibilities of Greer Equipment for increasing quality and production and saving money. The Greer Line is very extensive. (See other page.) We will be pleased to give you detailed information on any piece of Greer Equipment which is of interest to you.



**GREER COOLING TUNNEL**

## J. W. GREER

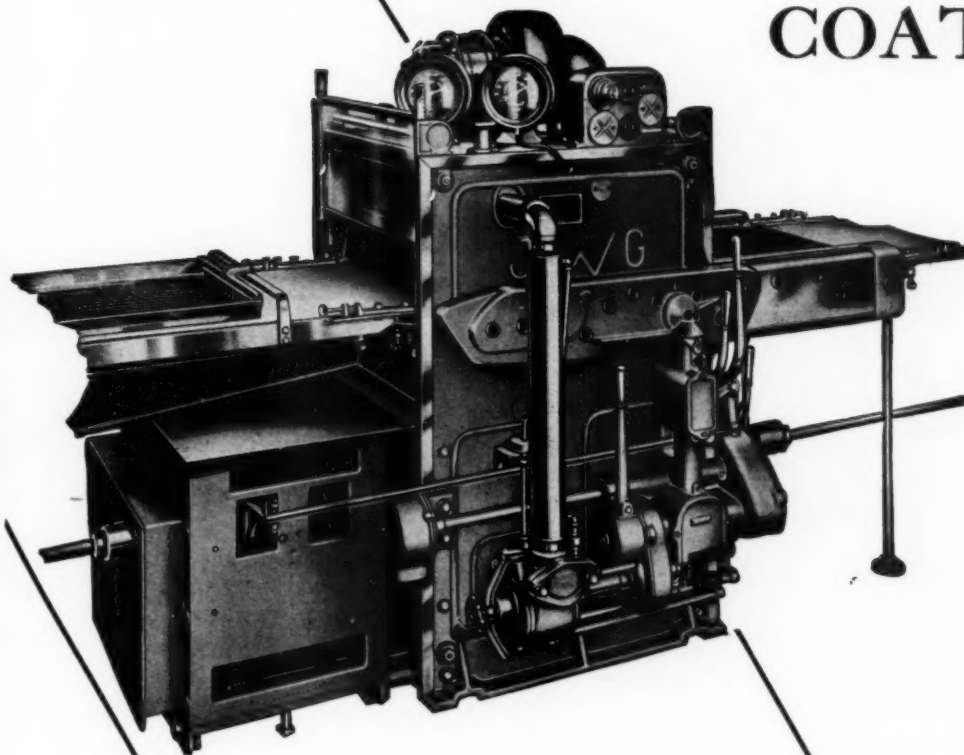
*Manufacturers of Confectioners'*

**NEW YORK: Miller & McKelvey**

**LONDON: Bramigk & Co., Ltd.**



# *The* GREER STANDARD COATER



Automatic Feeders  
Bottoming Attachments  
Chocolate Coaters  
Cooling Tunnels (Steel or Cloth Belt)  
Automatic Plaque Cooling Machines  
Automatic Temperature Controls  
Detailing Devices  
Decorators  
Chocolate Melting Kettles  
(75 lb. to 5000 lb. Cap.)  
Water Cooled Slabs (Steel or Castiron)  
Crystallizing Racks  
Solid Bar Coolers  
Special Machines of many types

# COMPANY

*Machinery that Pays Dividends*  
CAMBRIDGE, MASS.

A. Adams Lund, "Editor Emeritus"

Looks into the Future

# Character of Candies of 1941

... based on significant present day events

WE HAVE often heard it said that if one wants to know what is going on in the valley, he must go to the top of one of the neighboring mountains and look off. If we get too close to a thing, its proportions become distorted. It is the same way with one's work.



I agree with you, Mr. Alured, that the stocktaking which you are conducting on the occasion of the Manufacturing Confectioner's tenth anniversary should be both stimulating and refreshing to those in the candy industry whose work has perforce confined their horizons to the four walls of their factories. There are signs that the trek to the mountain tops has already begun. The industry will thank you for the part which your paper is playing in swelling the climbing caravans into the unending quest for scientific knowledge which is the hope and future of the industry.

Looking ahead to 1941, it is probable that the candy industry's progress in the period preceding will have been based upon scientific discoveries and technical facts which are today known to a few and which only await their testing in the crucibles of trade. Then years pass too quickly to permit building from the ground up; the foundations must already exist in the present. If we examine the known scientific and technological potentialities of today and take a broad view of economic trends, we ought to be able to come pretty close to determining what we are headed for in the reasonably near future. I see a hopeful picture ten years hence.

## Greater Variety with Fewer Numbers

A curtailment in the number of lines carried by individual manufacturers of candy and with fewer main ingredients in the individual piece. Nevertheless, the variety offered with few numbers will be more striking than at present owing to the adoption of new textures and types of candy formula at present unknown or only slightly known. Many of the old standbys will

have passed from our midst forever. More's the pity, for with them will go much of the color and romance of the candymaking of today and yesterday.

## Character of Candies of 1941

There is an unmistakable trend toward uncoated goods. Chocolate and flavored-chocolate coatings will once again become the hallmarks of quality and will grace the table on formal occasions. The present orgy of cheap chocolate will have run its course owing to the fact that the woman of the household will be able to get more for her money in uncoated goods and so-called "homemades" than she can in chocolates which involve additional operations and consequently higher production costs. Many of the uncoated varieties will have become accepted as household staples, just like the marshmallow. Small pieces (90-count goods and the like) have come to stay. So have handrolls. In general the trend will have been toward simpler foods, catering to the increased knowledge of dietetics in the home.



## Milk and Fruits Will Be in Vogue

Hitherto inconceivably large quantities of milk and fresh fruit products will be consumed in making the new and better candies of 1941. For one thing, we will have become more and more of a dairy products and fruit growing country owing to Russian and other inroads on our grain business. The milk and fruit producers will be forced to intensively cultivate their industrial markets, among them the candy industry. Fruit and milk candies will be an accepted and relished part of the menu, just as



ice cream and pastry are today, and for the reason that they will be lighter in texture, better balanced from a nutritive standpoint, less sweet, and with fewer basic combinations. For a like reason, fruit jellies will be of the pectin type owing to the competition to find

## THE MANUFACTURING CONFECTIONER

markets for fruit products and the reasonableness of using a jellying agent of natural fruit origin.



◆ ◆ ◆  
The same reason will hold for the development of milk sugar and casein, which will have begun to occupy important positions in the confectionery and allied trades.

◆ ◆ ◆  
Cream goods and fudges will have become incomparably smooth, even creamy, with increasing quantities of fresh fruits and fresh butter being used in them. It will be a tough time for substitutes because of the very reasonable prices which will prevail on all natural fruit and dairy products.

### *Other Sugars Will Come to the Fore*

Corn sugar will have become a full-fledged, dependable staple in wide use throughout the country, with milk sugar where corn sugar is today. Levulose, or artichoke sugar, should be cutting its first teeth commercially about that time, with large farms devoted to the culture of the Jerusalem artichokes in the Middle West. Both levulose and invert sugar seem likely to be undergoing an intensive development by present cane and beet interests for the logical protection and expansion of their lines. Great capital will be made out of the dietetic

advantages of natural sugars. Maple and honey, to the extent that they are able to profitably expand, will be having their day.

◆ ◆ ◆  
We will have heard more concerning "amorphous" sugars; many of the present difficulties surrounding their manufacture having been worked out. We will have learned how to harness a number of the forces of the invisible world to do our bidding. Where we now use one enzyme, we will be using different enzymes, different moulds or different bacteria to aid us in carrying out specific processes. Many of these applications are now scientifically possible and only await the awakening of industry to the facts of their availability.

◆ ◆ ◆  
When we cook, where we once cooked by string, we will have evolved exacting optical, thermostatic and barometric controls. Some of the romance of candy making will be gone, but in its place we will have a new conception of what candy is, and of its glorified functions in the diet of man, woman and child.



*Alfred A. Lund*  
ALFRED A. LUND  
Professor Emeritus



Advanced Analysis and Scientific Control



Pilot Plant and Product Testing



Experimental Candy Manufacture

## The "Three R's" of Modern Research Needs in the Candy Industry

(Photos by courtesy of  
A. A. Lund & Associates)

# This Manufacturer

*who originates, rather than imitates,  
who puts Quality as the first consideration, and price secondary,  
who believes that the consumer is his boss and adjusts policies  
and quality standards to his liking,*

*who insists that quality candy can be sold on its merits without  
the aid of hardware, jewelry, house furnishings or free  
goods,*

*who insists that his merchandise be distributed through safe and  
ethical channels, who adopts a selling policy and credit  
policy that encourages a healthy, efficient type of outlet,*



C. Ray Franklin

## Will Be Sitting Pretty in 1941!

By C. RAY FRANKLIN

President Western Confectionery Salesmen's Ass'n

TEN years ago I doubt if many of us in the candy business today would have predicted conditions as they are today. Stop and reflect a moment. Ten years ago the average reputable manufacturer, no matter what his line, whether bulk, package, bar or penny items, seemed to build them on a quality basis, fitting the price to the item, selling them almost universally without the aid of free deals or premiums, keeping uppermost in their minds the fact that good candy would create a desire for continuous consumption on the part of the consuming public.

Everyone in the candy industry today knows, I am sure, that the conditions of ten years ago do not prevail today, at least in the majority of cases. I do not mean to infer that there is no good candy made today, that all candy is sold with premiums or deals, but I do say that it is *price* today instead of *quality* that seems to be the goal of the majority of manufacturers, and *where price is the first consideration and quality secondary, is it not a condition that, unless rectified, will imperil the future of the industry?*

There are many solutions to the apparent unprofitable condition of the industry advanced. Each and every one interviewed seemingly advancing a different cure, but all in accord with reference that some-

thing should be done, and that at once, to again bring the candy business back on a profitable and dignified basis.

### Consider These Fundamentals:

With the above thought paramount in the minds of practically the entire industry the thought comes to me that *there will be some drastic developments in candy production and distribution the next ten years.*

No industry can continue to operate at a loss. Candy will, I am sure everyone will agree, continue to sell. Candy is a food, is liked by young and old. If our industry is to continue to grow for the next ten years more thought should be given it with reference to quality.

*Make it better. Build your item the best you know how. After that is done figure your cost and set your price.* You can depend upon one thing, and that is, that if the consumer eats an item of quality he, or she, will repeat. If your competitor copies your item underselling you, either by reduced price or free deals or premiums, you as a manufacturer know it comes out of the quality or else he will not be a competitor long, and what does a little extra profit mean to a jobber or retailer, either in the way of reduced price or a wrist watch if the goods adorn his case for months!

*Remember the consumer who keeps us all making and selling goods does not, in many instances, receive any benefit of these extra concessions granted the jobber or retailer, but buys what pleases his taste irrespective of the cost to jobber or retailer. Knowing this, and also that the jobber and retailer will handle what there is a demand for, why not create a demand for your goods the only way possible for a lasting, permanent business:*

### QUALITY.

THE manufacturer who makes the best candy he knows how need fear no competition if he has a combination more or less distinctive. *The manufacturer who will forge ahead the next ten years in my opinion, is the one who originates rather than copies.* The industry does not need hundreds of items exact duplicates of one another, but rather items of less similarity made so good that when once eaten they are desired again.

I believe more consideration will be given the type of jobber sold during the next ten years by the manufacturers than has been given. The jobber who sells goods for 2 to 5 per cent cannot continue to exist in most instances, and I believe the jobber of that class as a majority will pass out of the picture and

(Continued on page 50)



1931 MAY 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1931 JUNE 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
7	1	2	3	4	5	6
14	8	9	10	11	12	13
21	15	16	17	18	19	20
28	22	23	24	25	26	27

# The CANDY MAN'S CALENDAR

**MAY**  
5th Month  
31 Days } 5 Saturdays }  
              } 5 Sundays }

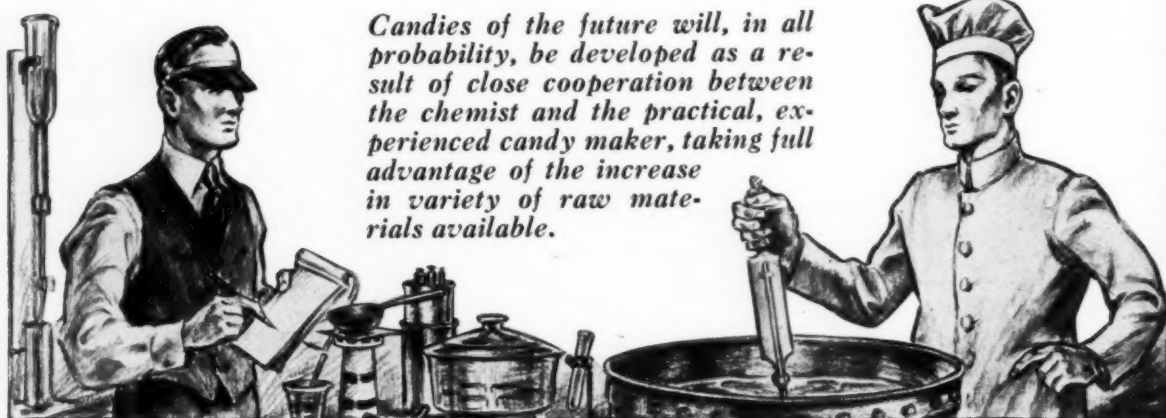
Birth Stone: Emerald  
Birth Flower: Hawthorn

**JUNE**  
6th Month  
30 Days } 4 Saturdays }  
              } 4 Sundays }

Birth Stone: Pearl  
Birth Flower: Honeysuckle

Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	Fr	Child Health Day (by annual Presidential proclamation). Observe it with candy!—Regular meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich.	1	M	Annual five-day convention, National Confectioners' Association, Hotel Stevens, Chicago, Ill.—Two-day production conference, American Management Association, Rochester, N. Y.—Meeting directors, Fruit & Flavor Syrup Association, Boston, Mass.
2	Sa	Last day of New York Toy Fair.	2	Tu	This is fumigation time. Should be attended to this month.
3	S		3	W	Birthday of Jefferson Davis. Observed in Southern States only.—Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa.
4	M	Monthly meeting, Directors, Fruit and Flavor Syrup Association, Boston, Mass.	4	Th	Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y.
5	Tu	Christmas boxes, wrappers, bands, etc., should be in box makers' hands SOON!	5	Fr	National Confectioners' Association convention adjourns until next year.—Monthly meeting, Wolverine Candy Club, Hotel Norton, Detroit, Mich.
6	W	Three-day meeting, American Society Refrigerating Engineers at Kansas City, Mo.—Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa.	6	Sa	Time to plan Fall deals.
7	Th	Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y.	7	S	.....
8	Fr	Are your summer packages and candies in hands of jobbers and retailers? Now is the time to start this goods moving.	8	M	.....
9	Sa	Monthly meeting, North Pacific Nut Growers' Co-operative, Dundee, Oregon.	9	Tu	Monthly meeting, North Pacific Nut Growers' Co-operative, Dundee, Ore.
10	S	Mother's Day. Make them happy with candy!	10	W	Christmas samples should be ready to go to jobbers for future orders.
11	M	Chicago Toy Fair opens. Continues until May 21st.	11	Th	Annual members' meeting, California Walnut Growers' Association, Los Angeles, Calif.
12	Tu	Get after that camp and vacation business before it is too late.	12	Fr	Remember—the Fall holidays are especially good ones for molded goods. Get busy on them!
13	W	Many of the import houses have their Xmas samples of novelties, containers, fancy boxes, etc., all ready. How about yours?	13	Sa	.....
14	Th	Monthly meeting, California Walnut Growers' Association (Board of Directors), Los Angeles, Calif.	14	S	Flag Day and Father's Day.
15	Fr	Vacations are coming! This is the time to schedule them.	15	M	.....
16	Sa	.....	16	Tu	.....
17	S	.....	17	W	Monthly meeting, Diligence Club, Reading, Pa.—Annual two-day convention, Pennsylvania Confectioners' Association, Gallen Hall Hotel, Wernersville, Pa.
18	M	Annual meeting and election of officers, The Diligence Club, Reading, Pa.—Fifteenth Annual Convention, Associated Retail Confectioners of the U. S., Hotel Statler, Boston, Mass. (Two days.)	18	Th	Monthly meeting, Confectionery and Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York City.—Regular meeting, The New York Candy Club, Inc., Hotel McAlpin, New York City.
19	Tu	Opening three-day Packaging Conference, Clinic and Exhibition, Hotel Pennsylvania, New York City.	19	Fr	.....
20	W	Testimonial dinner to Herman W. Hoops, Hotel Pennsylvania, New York.—Three-day convention, Flavoring Extract Manufacturers' Association of the U. S., Hollander Hotel, Cleveland, Ohio.—Those attending A. R. C. convention motor from Boston, Mass., to Providence, R. I., to visit Gibson's, Inc., the smallest state's leading confectioners.	20	Sa	Children's Day. You can't give 'em anything they'll like better than candy.—Candy Executives' Club Beach Party (tentative).
21	Th	Monthly meeting, Confectionery and Chocolate Manufacturers of N. Y. State, Hotel Pennsylvania, New York City.—Regular meeting, New York Candy Club, Inc., Hotel McAlpin, New York City.—Last day Chicago Toy Fair.	21	S	.....
22	Fr	.....	22	M	Monthly meeting, Candy Executives and Allied Industries Club, New York City.—Annual five-day convention of the National Association of Credit Men, Boston, Mass.
23	Sa	Start planning your new numbers, new boxes, etc., for fall business.	23	Tu	Monthly meeting, Candy Square Club, Hotel McAlpin, New York City.
24	S	.....	24	W	.....
25	M	Monthly meeting, Candy Executives and Allied Industries Club, New York City.—Annual meeting of Biscuit and Cracker Manufacturers' Association, Chicago.	25	Th	.....
26	Tu	Monthly meeting, Candy Square Club, Hotel McAlpin, New York City.	26	Fr	National Association of Credit Men's Convention ends.
27	W	Annual three-day convention, National Paper Box Manufacturers' Association, Wardman Park Hotel, Washington, D. C.—Three-day convention of American foreign traders, National Foreign Trade Council, Hotel Commodore, New York City.	27	Sa	Extra Summer business can be had with a few cool looking 1/2-pound and 1-pound assortments.
28	Th	.....	28	S	.....
29	Fr	Plan shut-downs for repairs, etc.	29	M	.....
30	Sa	Decoration Day.	30	Tu	.....
31	S	.....			

# Scientific Progress of the Candy Industry in Materials, Processes and Products During the Past Decade



*Candies of the future will, in all probability, be developed as a result of close cooperation between the chemist and the practical, experienced candy maker, taking full advantage of the increase in variety of raw materials available.*

By H. S. PAINE

Carbohydrate Division, Bureau of Chemistry and Soils, Washington, D. C.

**I**F one reviews historically the development of various industries, he will find that, like the human individual in Shakespeare's "seven ages of man," they pass through certain well-defined eras of development. If the industry be an "essential" one, it does not pass into an age of senility and decline like the human being, but may reach the stature of maturity at which progress becomes increasingly slower. In some cases industries may be so transformed by inventions and application of scientific knowledge as to begin a development along such entirely new paths as to represent practically a new stage of existence. From the standpoint of origination of new ideas and development of new products and new processes, certain eras are so outstanding as to constitute a "golden age" in the history of an industry.

## Characteristic Epochs of Industry

Although the historical course of development naturally varies in different industries, and one can only follow its progress by reference to the past and a prediction as to the

future, there appear to be certain well-defined and characteristic stages of development in most industries.

First, there is the origination of products and processes of production by "cut and try" methods, or so-called methods of "trial and error"—that is, by simply making renewed trials and efforts with very little knowledge of basic principles until some reasonable degree of success is attained. This is the period when the underlying principles of production and the essential properties and characteristics of the products are very imperfectly understood and progress can be made only by dint of a great many efforts and failures.

## 1921-1931—A Period of Self-Examination

Then follows a second period when all existing, pertinent, scientific knowledge is applied and brought to bear upon the raw materials, methods of production and products of the industry. This is a period of critical self-examination, so to speak, from a production standpoint. The basic principles

underlying the processes used are searched out and explained. The properties of the raw materials become better understood, and it now becomes possible to standardize products more effectively and to obtain greater uniformity of quality. Various sources of waste are eliminated, and there is a general tightening up in production processes, which are also made more continuous and less intermittent. Factory control, based upon chemical knowledge of the materials and processes, is introduced, and the entire operation of manufacture is supervised in a more careful and more exacting way. But so far scientific knowledge has been applied largely in a supervisory and control fashion.

## Coming: Era of Conscious Application of Scientific Knowledge

In the next era, the industry enters a stage in which scientific knowledge is applied in a more constructive way, and new and more radical developments ensue. These developments may be somewhat analogous from the standpoint of newness and novelty to those originated during the first period by "cut and try" methods, but there is an

important difference. The products and processes of the first period represent the more apparent and more obvious steps forward which required only determination, persistence and repeated experimental efforts to attain; whereas the developments of the third period require a conscious application of scientific knowledge—that is, of physical and chemical principles. In other words, these further advances do not yield so readily to “cut and try” methods, however persistent, and additional tools are required.

It appears that the candy industry during the ten years from 1921 to 1931 has been entering the second period described above. These ten years, therefore, mark an epochal event in the transition from the stage of development of the first period to that of the second period.

While this decade has witnessed some innovations and radically new developments, it has, on the whole, been characterized by more critical examination of raw materials and finished products and by explanations of the underlying principles of processes and the *reasons why* such and such results are obtained when raw materials are manipulated in certain fashions, why the consistency and texture of various candies undergo certain variations under certain conditions, why differences in the quality of raw materials cause certain variations in the quality of the finished products, etc., etc.

Although some important developments have occurred, the decade has been a period of many moderate steps forward rather than of outstanding innovations. In brief, the past ten years have seen a beginning of an application to the industry of scientific principles and an effort on the part of the industry to profit by existing scientific knowledge.

### Origin and Evolution of Candies

Before considering specifically various developments of the past ten years from a production standpoint, it would, perhaps, contribute to a better understanding of the progress of this period, as well as assist in forecasting the future, if certain features of the development of the candy industry were briefly considered from a historical standpoint.

There can be little doubt that the principal types of candy now in existence resulted from simple experiments in which varying proportions

of water were boiled off from natural sugar sirups. The primitive candy maker then noticed that, if sirup which had not been heated to too high a temperature was vigorously stirred when it cooled, a smooth, finely crystalline product was obtained. This was no doubt the first fondant. Products of a caramel-like consistency were obtained by heating to somewhat higher temperature, and finally hard candy could be obtained if almost all of the water was boiled off.

### Cane Sugar

Cane sugar was, of course, the first sugar used, since commercial production of beet sugar only became established in the early part of the nineteenth century as a result of Napoleon's efforts, in view of the Continental blockade, to establish a domestic sugar industry in France. The early cane sugars, prior to development of more efficient refining methods, undoubtedly had a distinct molasses flavor, so that all candies made therefrom probably tasted more or less of molasses.

Originally the candy maker was restricted largely to a “crystallizing sugar” and hence was limited as to the kinds of candy that he could produce. However, he doubtless discovered that the tendency to crystallize diminished considerably when the candy batch was subjected to an increased period of heating, provided too much water were not boiled off.

In other words, some inversion of sucrose was produced, and the sugar was “water-killed.” It was then learned that the addition of acid substances would facilitate this result, and the most readily available acidulants, such as lemon juice and vinegar, were added in order to combat crystallization.

The early cane sugars were undoubtedly “weak” sugars and were therefore more subject to inversion than the more highly purified granulated sugar of today. This was an advantage from the standpoint of reducing crystallization, but, on the other hand, had many disadvantages.

With the improvement in refining

methods, the small proportion of non-sugar substances present in granulated sugar was reduced to a mere trace. Since most of these non-sugar contaminants tend to produce a “weak” or easily inverted sugar, this advance in refining methods led to the production of a “strong” sugar. As a general rule, the purer the sugar the greater is its “strength.”

There is, however, one important exception, in that certain constituents which make up a part of the minute quantity of non-sugar substances present in granulated beet sugar are of such a nature as to increase its “strength.” In fact, beet sugar is, as a rule, a naturally “strong” sugar.

### Starch

Starch is another candy material of long standing, as is shown by its use for many years for making confections such as “rahat lacoum” (“Turkish delight”). The prolonged heating of the starch and water, frequently with addition of acidulants, in all probability causes a certain degree of “modification” of the starch, and a step is taken in the direction of production of thin-boiling starch.

Anyone who has had experience in endeavoring to produce thin-boiling starches of a high degree of uniformity can readily understand why it is difficult to obtain always the same consistency in confections of the type of “Turkish delight.” The situation is somewhat comparable to the difficulty of controlling the proportion of invert sugar in candy by addition of cream of tartar and by the time and temperature of heating.

### Corn Syrup, Milk, Flavors

A very important step forward was made when corn sirup became available to the candy maker. This development, which resulted from the discovery by the chemist, Kirchhoff, of the transformation of starch into dextrose and dextrans when treated with acids, provided the candy industry for the first time with a dependable so-called “non-crystallizing” sugar which could be added to the batch to control crystallization, thereby making it possible to produce candies with a greater variety of consistency and texture.

Milk was an early candy ingredient, and it served an important purpose in producing attractive variations in flavor and consistency.





To a limited extent it also served to retard crystallization.

Commercial invert sugar then became available and greatly facilitated control of the invert sugar content of candy.

Progress in the production of flavors and colors of improved quality and greater variety added the esthetic touch to what otherwise would have been a relatively crude product.

This development, together with the origination of a greater variety of physical forms in which to fabricate the finished product, has brought the industry to the present era.

#### Invert Sugar and Invertase

It is impossible within the scope of this article to discuss the various developments of the past ten years in detail, or even to mention all of them. Some of the advances made are not really external or physical developments, but are advances in knowledge representing a more accurate understanding of the essential and underlying principles which govern production of candy from the raw materials now in use.

Such advance in knowledge may be of even more importance than many of the more apparent, physical developments, in that it guarantees further advances in the industry which will bear fruit in the years to come. This is well illustrated in the case of invert sugar sirup.

Although progress has been made in improving its quality, the greatest advance is in a *better understanding of the function of invert sugar in candy* and of the possibility of controlling the proportion of invert sugar by adding the necessary quantity to the batch instead of risking great variation in the invert sugar content of the candy because of the uncertain degree of inversion produced by acidulants such as cream of tartar. It is now possible to produce candies containing almost the exact proportions of sucrose and invert sugar required to give the desired consistency, texture and keeping qualities.

The use of invertase<sup>1</sup> in fondant candies, which is now widespread, represents an important step forward during this decade. Invertase is particularly useful because it makes it possible to modify the consistency of fondant centers in fin-

<sup>1</sup>Cf. U. S. Public Service Patents Nos. 1,437,816 and 1,502,207 to H. S. Paine and J. Hamilton.



Dr. H. S. Paine

*THIS article by Dr. Paine will be concluded in the next issue of The MANUFACTURING CONFECTIONER. The following subjects will be discussed in his final installment:*

Corn Sugar  
pH and Acidity Control  
Better Understanding of "Weak and Strong" Sugars.  
Moisture Control  
Colloids and Starch  
Packages and Insect Infestation  
Chocolate and Fats  
Forecast for the Future.

ished candies after they have been coated with chocolate or bonbon coating. Invertase has been of great assistance to the large manufacturer and distributor by making it possible to deliver to the consumer a cream center which is in practically as "fresh" condition as that of "home made" candy only a few days old.

The use of invertase has also led to a better understanding of the structure of fondant and the function of the microscopic sucrose crystals and sucrose-saturated sirup which in intimate mixture compose it. The result is that fondant is probably better understood from the standpoint of composition, structure and behavior on storage than candy of any other type.

It is this exact knowledge of the



various properties and characteristics of a candy that is required in order that its production, quality, and stability during storage may be placed under close control in a way to insure reproducibility and constant results under any given conditions.

By use of invertase or of invert sugar sirup, or both, it is possible to increase the percentage of solids in the sirup portion of fondant to a point where it becomes practically non-fermentable during the lifetime of the candy, thus eliminating the so-called "explosive fermentation" which has been responsible for the bursting open and spoilage of great quantities of cream candies.

It is possible by use of invertase to produce fondant centers of practically any desired consistency ranging from slightly soft to a practically liquid condition.

#### A. B. MacPhail Appointed Mid-Western Representative for Wm. M. Bell Company

Mr. MacPhail has become associated with the well known firm of Wm. M. Bell Co., extract manufacturers, located at 6 East Lake street, Chicago.

Mr. MacPhail has spent many years in the extract business, and has a host of friends among the candy and ice cream manufacturers throughout the country.

#### This Manufacturer Will Be Be Sitting Pretty in 1941

(Continued from page 46)

there will be the return of the High Class Service jobber who will be able to make a living and pay his bills. The manufacturers have taken some terrific losses as a whole the past few years which I believe will be eliminated to a big extent by selecting their accounts more carefully, realizing there is only so much candy sold and why not sell it through safer and more ethical channels.

In my humble opinion the next ten years will see more Quality candy made than in some time. More selected jobbers who will be merchandisers as well as salesmen, and more retailers returning to High Class quality merchandise.

Very truly yours.

*W. C. S. A.*  
President W. C. S. A.



# Candy Cost Accounting School Postponed

## *Business Conditions and General Inertia of Industry Responsible*

by F. A. Magee

SEVERAL years ago the leaders of the National Confectioners' Association reached a definite conclusion regarding stabilization of prices and the improvement of conditions generally within the candy industry.

Research and exhaustive study had established definitely that many methods of accounting and determination of production costs were being used; that this variance of practice was responsible for the variance of sales prices. The variance in selling prices resulted in market conditions that made it difficult for most manufacturers to attain a reasonable return on their investments.

Manufacturers, in offering their products to the jobber and retailer, were constantly being confronted with the problem of meeting price competition on this or that piece. At times, this condition was found to be so rife and so acute that resentment supplemented co-operation between confectioners. One man would condemn his competitor because the price at which that competitor offered light weight goods was below the actual production costs of such pieces in his own factory. He would unhesitatingly state that that competitor was "crazy," did not know his costs, or was deliberately trying to take the business away on an unfair price basis.

Had that manufacturer stopped to think, he would have realized that within his own line there might be a competitive piece, his sales price on which to another confectioner would have the same reaction as his competitor's sales price on light goods had had on him.

There is no doubt that no manufacturer has any desire to sell his merchandise below cost consistently. He may sell certain items below his competitor's costs, but he has

established such prices because his method of determining costs indicates that he can operate profitably at that figure.

The members of the Cost Committee were convinced that this condition was not the result of willful manipulation on the part of candy producers, but due to a lack of co-ordination and co-operation, manifested in many varied forms of cost accounting.

A review of the history of the Biscuit and Cracker Industry and other manufacturing activities proved that this particular form of discontent and lack of stabilization could be eliminated almost entirely if all, or a majority, of the manufacturing confectioners would figure their production costs on the same basis and in the same manner.

To this end various members of the Association were formed into Cost Committees to devise uniform cost accounting methods and advocate and assist in their adoption throughout the industry. Several cost systems were developed by members of these Committees. These systems were not entirely successful for several reasons.

One reason was that the system then being advocated was either not flexible enough to conform practically to the needs of all manufacturers regardless of size of plant; or, if flexible enough, entailed so much clerical detail and red-tape that such a system would be too expensive to maintain and would prove burdensome during peak production periods.

Another reason, perhaps the most important, was that the introduction of the system was left in the hands of committee members—men whose own businesses required practically all of their efforts and time. Of necessity, no individual service could be rendered and the installa-

tion of the system had to be accomplished through the medium of publications.

This method of installation is not only unsatisfactory, but is entirely lacking in the stimulation of concerted action. Every manufacturer has his own individual problems which require individual treatment, and while the treatment of such local conditions might be substantially the same in every plant, the method of handling such situations to conform to the uniform system would have to be clearly explained. This requires time, and in many instances, personal supervision—something that the members of the Cost Committee could not, because of their own problems, provide.

About a year ago, Fam Systems—because of its many years of specialization in cost accounting; the extreme flexibility and simplicity of the system it had developed; and its success in Association work—was selected to assist the Cost Committee and members of the Manufacturing Confectioners' Industry in the installation of a uniform cost system. This selection was later confirmed at the 1930 National Convention.

Knowing that immediate action was desirable; and, realizing that business conditions would not permit the payment of regular installation fees for this service, we were confronted with the problem of providing a means whereby all manufacturers could avail themselves of our services, and which, at the same time, would provide for the immediate adoption and use of this system by a representative number within the industry.

To accomplish this, we proposed to conduct a school for Cost Accountants of the Candy Industry to be conducted during the Fall of

(Continued on page 55)

Presenting . . . .

## The Convention Speakers



E. B. HUTCHINS

*PRESIDENT of the National Confectioners' Association and president of the Bonita Candy Company, Fond du Lac, Wisconsin; twice vice-president and four times member of the Executive Committee of the N. C. A.*

MR. HUTCHINS will address the Convention, presenting a review of the work undertaken by the Association during the past year, making special reference to recent developments in the candy industry.



W. E. BROCK

*PRESIDENT of the Brock Candy Company of Chattanooga, Tennessee, and United States Senator from that state. Born in North Carolina,*

SENATOR BROCK'S subject will be "Faith." With the morale of the confectionery industry lowered during this period of readjustment, he feels that what is needed right now is increased faith, with an optimistic outlook for the morrow. He will endeavor to point out how faith will help in the present situation.

Harris & Ewing

S. L. KEDIERSKI

*DISTRIBUTION COSTS ANALYST of the U. S. Department of Commerce. In charge of survey conducted by the Commerce Department covering Distribution Costs of Candy Manufacturers.*

MR. KEDIERSKI will address the convention on "Distribution Cost Problems." He will tell what some of the largest industries in the country have done along research lines and what this same research work can be expected to accomplish in the candy industry.



V. L. PRICE

*CHAIRMAN of the Research Institute Committee of the N. C. A. President of the National Candy Company of St. Louis, Missouri. Served eighteen years as member of the Executive Committee, fourteen years as Chairman and two years as President of the N. C. A. Has missed but one convention since 1899, and that on account of illness.*

MR. PRICE will render his report as Chairman of the Candy Institute Committee.



WILLIAM SPRARAGEN

*SECRETARY of the Division of Engineering and Industrial Research, National Research Council. Born in Warwick, New York. Editor and author of numerous articles on research, engineering, etc. Specialist in industrial research.*

MR. SPRARAGEN plans to address the convention on the subject, "Team Work in Research." He will indicate the importance and value of research to individual companies and especially to an industry.

Bachrach

Kaiden-Keystone Studios



STROUD JORDAN

*MANAGING DIRECTOR Applied Sugar Laboratories, Inc., of New York. Born at Caldwell Institute, Orange County, North Carolina. Chemist.*

DR. JORDAN'S subject will be "Water—An Important Raw Material." He will discuss briefly the difference in the composition of water used by several members of the Association, in so far as it has been possible to obtain information concerning their composition.

Bachrach



FRANK A. MAGEE

*GENERAL MANAGER of FAM Systems of Chicago. Originator of an accounting system for the determination of production costs in manufacturing plants.*

MR. MAGEE'S subject will be "Uniform Cost Accounting and Its Value and Use in Association Work." He will discuss the influence of a sound and uniform system of accounting on business stabilization.

## THE MANUFACTURING CONFECTIONER



JOHN M. KRNO

**IN CHARGE** Research Edgewater Plant of the Corn Products Refining Company. Born in Chicago, Illinois; Chemical Engineer; since graduation from Columbia University he has been with the Corn Products Refining Company.

**MR. KRNO** will talk on the use of refined dextrose in various types of confections.



L. B. STEELE

**ASSISTANT** Director of Sales in Charge of Advertising and Sales Promotion for the Du Pont Cellophane Company.

**MR. STEELE** will address the convention on the subject, "Research Shows How Cellophane Protects Candy." This will cover a series of actual laboratory and store tests showing the performance of regular Cellophane and Moistureproof Cellophane on a number of varieties of candy.

PAUL F. BEICH

**PRESIDENT** of the Paul F. Beich Company, Bloomington, Ill. Chairman of the Fiftieth Anniversary and World's Fair Committee. Once President, twice First Vice-President, twice Treasurer and three time elected to the Executive Committee of the N. C. A.

**MR. BEICH** will report on any plans that have been made for the Fiftieth Anniversary in 1933. He will also bring up the matter of the Candy Industry being represented by an exhibit at the World's Fair.



DONALD A. LAIRD

**DIRECTOR** of the Psychological Laboratory, Colgate University, Hamilton, New York.

**DR. LAIRD** will tell the convention about recent research work showing the value of sweets in counteracting fatigue and in promoting the digestive functions through the psychological effects of a pleasurable taste. He will tell of some of the almost startling discoveries made in the Colgate Laboratory, which should be of importance to the industry.



D. C. LINDSAY

**PHYSICIST**, Carrier Engineering Corporation. Author of papers and a book on air conditioning.

**MR. LINDSAY** will present a paper on "Air Conditioning in Candy Factories." He will outline the air conditioning requirements in various manufacturing processes and will describe equipment available for small as well as large factories, explaining the principles of operation. Will also discuss the problem of storage of candy in jobbers' warehouses.



B. R. KING

**CONNECTED** with the Sales Engineering Division of the Frigidaire Corporation, Dayton, Ohio.

**MR. KING'S** subject for discussion at the N. C. A. convention will be "Candy Refrigeration in the Retail Outlet, for Display and Storage Equipment."

Blank-Stoller, Inc.

E. A. BACK

**PRINCIPAL ENTOMOLOGIST** in charge of Stored Products Insect Investigation, Bureau of Entomology, United States Department of Agriculture. Born in Northampton, Mass. First entered the Federal service and later became the State Entomologist of the Virginia Crop Tests Commission. Reentered the Federal service.

**DR. BACK** will give an informal talk before the convention on "Insects Affecting Candies." It is planned to show lantern slides of the insects and some of the damage they cause.

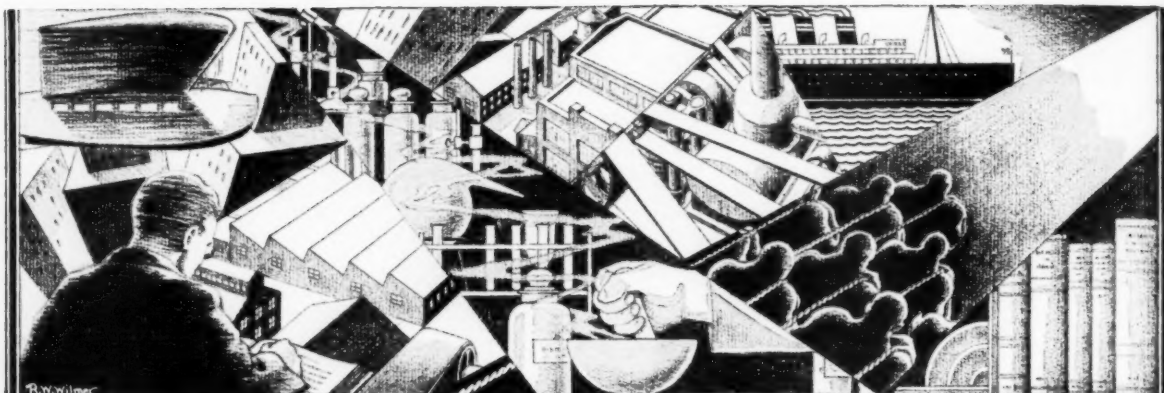


GEORGE H. WILLIAMSON

**PRESIDENT** of the Williamson Candy Company, Chicago. Born in Minneapolis, Minn., later migrating to Chicago where, after a brief span as an enterprising newspaper man, he engaged in the retail candy business. He is one of America's big candy bar producers, his Oh Henry! bar having run into the millions.

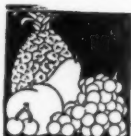
**MR. WILLIAMSON** will render his report on the educational and advertising activities of the N. C. A. for the past year.





## Monthly Digest of CURRENT TECHNICAL LITERATURE

### The Use of Raisins and Other Grape Products in Candy



By W. V. Cruess.  
*The Fruit Products  
Journal*, vol. 10, p. 5.

IN the author's experiments candies of several types were used as foundations or "binders" for raisin bars. Among these were marshmallow, fondant, fudge, panoche, caramel, divinity fudge, nougat, grape-juice-pectin jelly and brittle. Fudge, panoche, divinity and nougat soon became dry and tough. Brittles absorbed moisture from the raisins and became gummy. The fondant made with invert sugar and sugar retained its freshness very well. Marshmallow makes an ideal foundation for raisin candies, since it is not too "rich" or too "filling" and retains moisture well on prolonged storage.

Grape juice or grape concentrate diluted with water can be converted into a stiff, pure fruit jelly by cooking with about  $1\frac{1}{2}$  per cent of pectin and suitable proportions of cane sugar and corn syrup or invert sugar syrup. The jelly provides a good binding material for raisins. It is recommended, as a result of these experiments, that all raisin bars contain at least 50 per cent of

raisins by weight. Detailed formulas are given for making a raisin fondant bar, raisin marshmallow bar, and grape juice and raisin jelly bar.

A dry citrus pectin or best grade apple pectin of quick setting type was used in making the jelly bar, since pectin jellies are found to harden more quickly and to retain a tender texture much more satisfactorily than jellies made with starch, gelatine or agar. Raisins proved a desirable addition to caramel, nougat, divinity fudge, chocolate fudge, pralines, fondant, chocolate centers and panoche. The raisins are generally added to the batch after cooking is completed.

A formula is given for a special "puffed" fondant containing raisins, chopped nuts, baking soda and powdered citric acid. Except for the hard candies and Brittles, raisins may be used in most candies up to 25 to 50 per cent of the total weight. Grape concentrates evaporated in vacuum to a density corresponding to 78 to 80° Brix and "seeded" with a few corn sugar crystals will crystallize to the consistency of a soft fondant. This may be mixed with plain, stiff fondant to give cream centers for chocolate dipping. Red concentrates and those made of Muscat juice are best for the purpose.

Grape concentrate of ordinary commercial density, 72 to 74° Brix, may also be added direct to fondants

during the final stages of creaming. Less corn syrup than normal should be used in order to avoid undue softening of the fondant. A very satisfactory "grape chew" has been prepared by cooking grape concentrate to the taffy stage, cooling, and pulling in the usual manner.

### Vintage Flavors for All Uses Made Without Alcohol



By H. Bennett. *The  
Fruit Products Journal*,  
vol. 10, p. 41.

THE author gives detailed formulas for preparing a variety of vintage flavors suitable for use in baking and candy manufacture. These flavors are all non-alcoholic, Glycopon XS being substituted for alcohol in making essences and tinctures.

The flavors for which formulas are given include the following: arrac, Trester brandy, chartreuse, benedictine, curacao, concord grape, creme de menthe, pistachio, slivowitz, wild cherry, sweet cherry, apple, pear, apricot, plum, rock and rye.



## Imported Candy



*The Official Record*  
(U. S. Department of  
Agriculture) March  
21, 1931, p. 96.

IN the last calendar year (1930), 5,892,020 lbs. of confectionery, valued at \$1,112,161 was imported into the United States, according to preliminary figures from the Department of Commerce. Soviet Russia sent the largest quantity, 1,849,660 lbs. valued at \$164,875. The imports from Germany, although only 620,779 lbs., had the highest value, \$193,470.

In the fiscal year 1930 only 50 out of several thousand lots were detained under Federal Food and Drug Act requirements at eastern ports, where most of the foreign candy enters. In a few instances, candy which was refused entry contained alcohol, unpermitted coal tar dyes and prohibited foreign substances.

In most instances the reason for detention at the port of entry was improper labeling and the candy was admitted after the necessary changes in the label had been made.

## Figs—Candyng and Preserving



By S. Blumenthal  
and L. Thuor. *The*  
*Fruit Products Jour-*  
*nal*, vol. 10, p. 44.

**F**IGS for candyng should be firm and not quite fully ripe. Imported figs that arrive preserved in brines and sulfur dioxide are drained and washed in several changes of water. They are then punctured and cooked until tender, this step in the process determining whether or not the figs stand up properly when treated with sugar syrup. Formation of tough spots

may be caused by lack of care at this stage.

After draining, the figs are cooked a short time in a 22° Baumé sugar syrup, allowed to stand one day, and are then subjected to subsequent cookings in syrups of gradually increasing Baumé degree several days apart until the concentration reaches 33 Baumé. For the next cooking an amount of corn syrup equal to about 10 per cent of the weight of sugar present is added and the fruit, after being brought to a boil, is allowed to stand 5 to 6 days. After two more cookings with addition of corn syrup a final syrup concentration of about 39° Baumé is reached.

For preparing glacé figs the crystallizing sugar syrup is cooked to about 240° F. and the figs are placed therein for several minutes and then removed and drained. An analysis of candied figs is as follows: water 22 per cent, protein 3.2 per cent, fat 0.2 per cent, carbohydrates 73 per cent, ash 1.6 per cent.

## Candy Cost Accountants School Postponed

(Continued from Page 51)

1930. After circularizing the entire industry, preparing text books and calling upon a great many candy men, we were informed that most manufacturers were just entering upon production of Christmas lines and could not dispense with the services of anyone among the personnel to attend this school. Despite the expense we had incurred, we agreed to the request that the school be postponed until such time as production problems would not prohibit representation of any manufacturer—preferably the month of May, 1931.

Early this year, we again started an intensive sales campaign. Several thousands of dollars were spent in circularization, trade-journal advertising and traveling expenses to acquaint the members of your Association with the advantages of uniform cost methods and their effect upon stabilization.

Although practically every manu-

facturer called upon admitted the benefits, practicability and economy of our plan and service, its reception was luke-warm. Co-operation was lacking. A tendency to side-step the issue was apparent and various excuses offered for failure to enroll students.

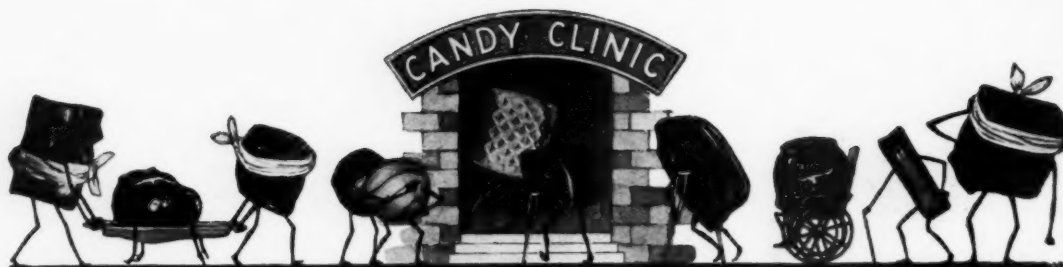
The school which we had proposed was to have been conducted at cost, so that the cash outlay would not be prohibitive to any manufacturer. It was necessary that a minimum of fifty students be enrolled before we could realize the expense which we had incurred in our efforts to be of service to the members of the National Confectioners' Association.

Only a few enrollments were received—these from the larger and more successful manufacturers. So apparent was the lack of initiative, the desire to provide reasons for failure to enroll representatives, that we were forced to the conclusion

that the Candy Industry as a group did not realize the seriousness of the condition which now exists; a condition that can soon be overcome if the members of your industry will shake-off the spirit of inertia which seems to be prevalent, face the issue squarely, and co-operate to stabilize not only prices, but production methods as well.

Until manufacturing confectioners realize the gravity of this situation and are willing to subjugate themselves in the interests of the industry and its successful perpetuation, the present unsatisfactory conditions will continue to exist.

When this realization is indelibly impressed upon the minds of candy men generally and we can be assured of active and hearty co-operation, Fam Systems stands ready to assist the National Confectioners' Association and its members in their efforts to provide better and more harmonious operating conditions within the industry and to attain a financial position as an industry that is comparable to that occupied by the Biscuit and Cracker Manufacturers—a position secured only through the most active co-operation and uniformity of purpose and methods.



*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is fancy package goods; next month it will be marshmallows, fudges and caramels. Each sample represents a bona-fide purchase in the retail markets, so that any one of these samples may be yours.*

*This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

## Fancy Package Goods

### Code 5A 31

#### Assorted Chocolates—8 Ozs., \$1.00

(Purchased in manufacturer's retail store, San Francisco, Calif.)

**Appearance of Package:** Very attractive, and different!

**Box:** One layer, extension type, padded top. Box silver and gray with black bottom. Tied corner to corner with black silk cord with black tassels.

**Appearance of Box on Opening:** Fair. Some pieces bloomed; some pieces scratched badly and some out of place, due no doubt to long shipment.

#### Chocoloate Coating.

Color: Good.

Gloss: Fair.

Strings: Good.

Taste: Good.

Number of Pieces: 64.

#### Centers:

Nut Sponge: Good.

Almond Nougat: Good.

Chocolate Paste, Rum Flavor: Good.

Brazil: Good.

Foil Cup Raisin Center: Good.

Butterscotch Dipped Brazil: Good.

Cordial Pineapple: Good.

Sugared Coated Pistachio: Good.

Peppermint Sponge: Good.

Peppermint Cream: Good.

Apricot Jelly: Lacked flavor.

Almond Paste: Good.

Nut Caramel: Good.

Plain Caramel: Good.

Nut Crunch: Poor butter taste.

Foil Cup, Nut Cream: Good.

Raspberry Cream: Good.

Orange Peel: Good.

Pecans: Good.

Cashew Nut: Good.

Cinnamon Chocolate Sponge: Good.

Pineapple Cream: Good.

Assortment: Good.

**Remarks:** This box would have made a far better appearance when opened had the black and silver idea been carried throughout. Suggest a silver top divider be used; this will not only help the packing but will also improve the appearance. Silver cups might be used, turned upside down. One or two of the long pieces, such as the sprinkled stick, might be wrapped in plain tin foil. Suggest a moire or vein liner in place of the heavy wax paper. A wax layer can be used on top. There are a number of ways to use silver in this box to improve its appearance on the inside.

### Code 5B 31

#### Assorted Chocolates—1 Lb., \$2.00

(Purchased in confectionery store in Newark, N. J.)

**Appearance of Package:** Rich looking and very attractive.

**Box:** Two layers. Gold and brown flower design.

**Appearance of box on opening:** Good. A small gold box in the center contributed much to the appearance of the top layer.

**Chocolate Coating:** Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

#### Centers:

Coffee Cream: Very good.

Triple Almond: Good.

Nut Taffy: Good.

Brazil: Good.

Nut Butterscotch: Good.

Nut Nougat: Good.

Chocolate Nut Parfait: Good.

Molasses and Chocolate Fudge: Good.

Raspberry Cream: Good.

Peppermint Cream: Good.

Vanilla Caramel: Good.

Molasses Cocoanut Cream: Good.

Peanut Butter Hard Candy Piece: Good.

Orange Cream: Good.

Small Bar Contained Miniature Chocolates.

Blanched Almond Half Dipped: Good.

Molasses and Fudge: Good.

Green Almond Paste: Good.

Vanilla Caramel: Good.

Chocolate Caramel: Good.

Filbert: Good.

Lemon Cream: Good.

Raspberry Cream: Good.

Pistachio Top Cream: Good.

Orange Peel: Good.

Chocolate Parfait: Good.

Orange Cream: A little off taste; rancid.

Coffee Cream: Good.

Molasses Cream: Good.

Nougat: Good.

Buttercream: Good.

Pistachio Nougat: Good.

Nut Taffy: Good.

Lemon Hard Candy Sponge: Good.

Peanut Butter Straw: Good.

Marshmallow: Good.

Sponge: Good.

Cherry Fruit: Good.

Ginger Fruit: Good.

#### Bottom Layer

Molasses Sponge: Good.

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